

DISTRIBUTION & WAREHOUSING

FORMERLY
TRANSFER & STORAGE

Vol. XXI, No. 2

U. F. C. Building, 120 West 30th St.
New York, N. Y.

February, 1922

The Ideal Tire for Moving Vans Is the Kelly Caterpillar

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The distinctive features of the Kelly Caterpillar—its wonderful traction qualities, its ability to cushion the truck and the excess mileage which it almost invariably gives—have made it a great favorite in the transfer and storage industry.

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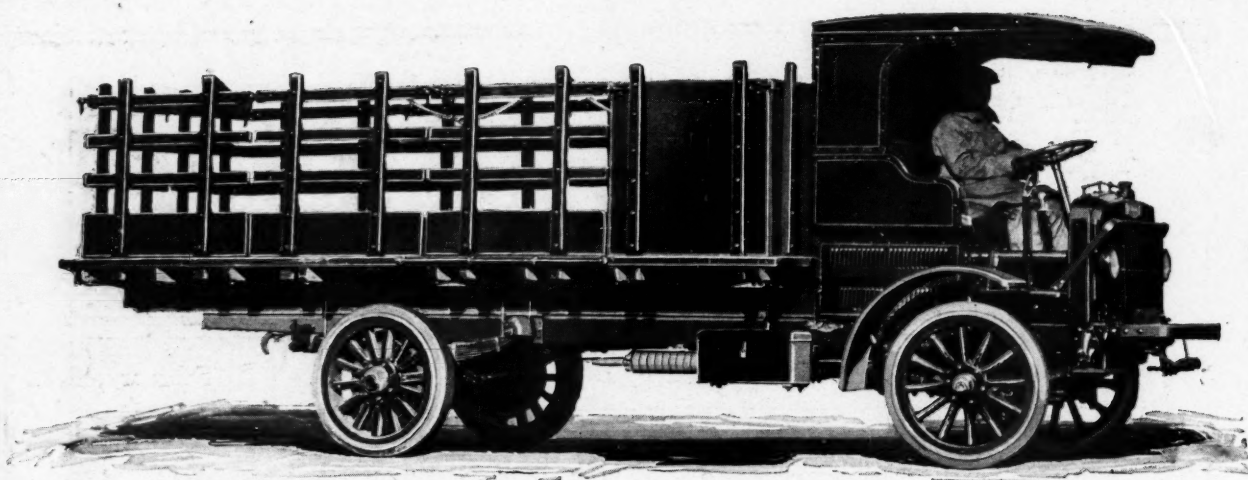
Caterpillars are more resilient than properly inflated pneumatics, more durable than solids and cost less per mile than either.

*Caterpillars are made in sizes suitable for trucks
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Short Wheelbase					✓
Even Load Distribution			✓	✓	
Perfectly Balanced Motor Counterbalanced Crankshaft	✓	✓	✓		
Crankshaft Mounted on Ball Bearings		✓	✓		
Removable System of Bushings			✓	✓	
Double Reduction Rear Axle	✓		✓	✓	
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Standard 1½-2 ton Autocar
2 cylinder motor

Overall capacity . . . 11,000 lbs.
(Chassis, body and load)

Type F, 97-in. wheelbase chassis . . \$1950

Unladen Chassis weight, 3600 lbs.

Type G, 120-in. wheelbase chassis . . \$2050

Unladen Chassis weight, 3700 lbs.

New 2 ton Heavy Duty Autocar
4 cylinder motor

Overall capacity . . . 14,000 lbs.
(Chassis, body and load)

Type H, 114-in. wheelbase chassis . . \$2950

Unladen Chassis weight, 5200 lbs.

Type K, 138-in. wheelbase chassis . . \$3075

Unladen Chassis weight, 5350 lbs.

New 5 ton Heavy Duty Autocar
4 cylinder motor

Overall capacity . . . 22,000 lbs.
(Chassis, body and load)

Type Y, 120-in. wheelbase chassis . . \$3950

Unladen Chassis weight, 7200 lbs.

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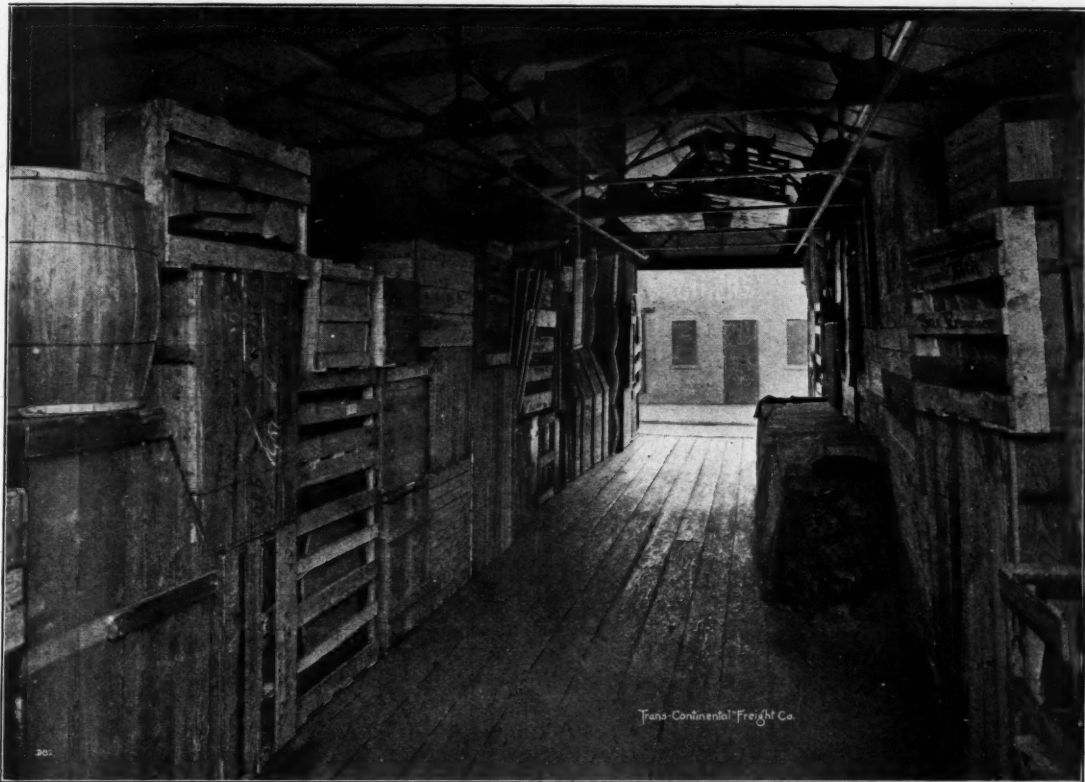
Unladen Chassis weight, 7400 lbs.

All prices F. O. B. Ardmore, Pa.

THE AUTOCAR COMPANY, Ardmore, Pa. (Established 1897)

Autocar

Wherever there's a road



Trans-Continental Freight Co.

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and

Substantial Saving

on

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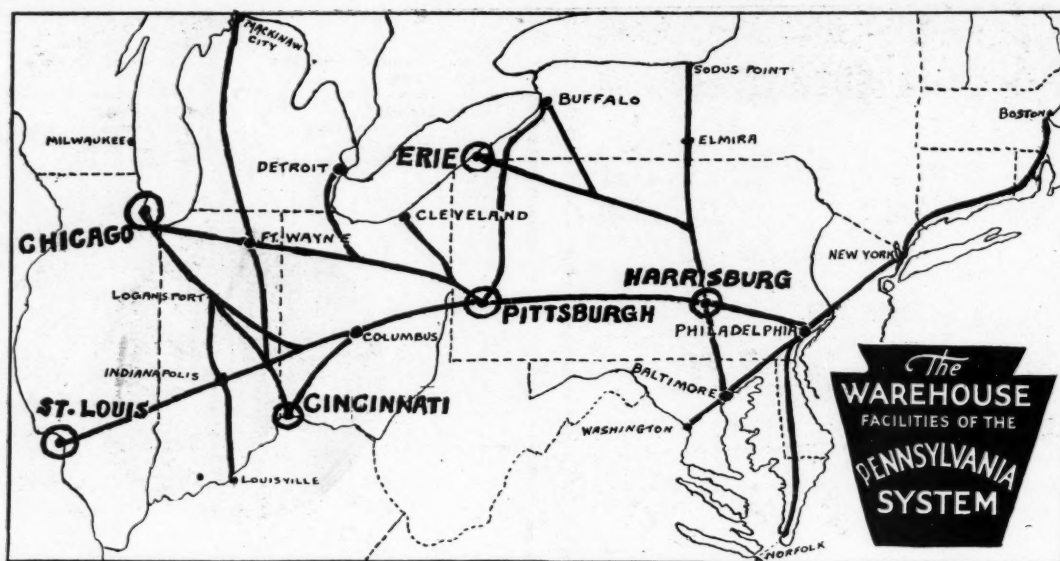
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Cincinnati.....Union Trust Bldg.

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San Francisco.....Monadnock Bldg.
Seattle.....Alaska Bldg.

Portland, Oregon, 13th and Kearney Sts.

Write the Nearest Office.



Our Warehouses Bridge the Gap Between Shippers and Consumers

LOOK AT THE MAP. The circled cities are strategic traffic points. See also how they are linked.

Forward-looking shippers recognize these cities with their adjacent dependent territories as being logical centers into which to pour their products for storage, and from which to draw and distribute **EXPEDITIOUSLY AND ECONOMICALLY**.

A great population depends upon the spot stocks carried in these great centers.

Such stocks are always readily accessible, not only for your local trade, but also the nearby consumer.

In each circled city is a dependable warehouse facility of the Pennsylvania System, offering the use of its modern establishment with its up-to-date methods, low non-discriminatory rates and **UNSURPASSED SERVICE**, and enabling you to compete in these cities with minimum traffic costs.

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Keystone Warehouse,
Harrisburg, Pa.

Pennsylvania Terminal Warehouse Co.,
St. Louis, Mo.

Western Warehousing Company,
Chicago, Ill.

Fort Erie Warehouses & Docks,
Erie, Pa.

Pan Handle Storage Warehouse
Cincinnati, O.

Robt. L. Spencer
Warehouse Superintendent
Pennsylvania System, Pittsburgh, Pa.

DISTRIBUTION & WAREHOUSING

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or

HOUSEHOLD GOODS

on Account of Railroad

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To Our

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With the

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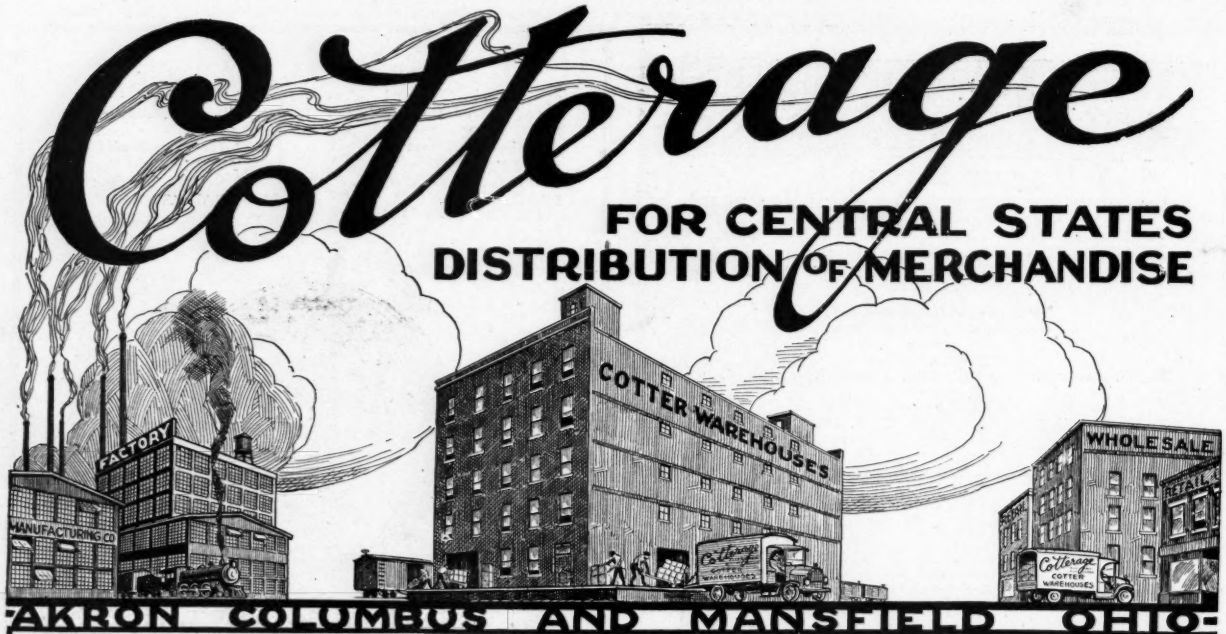
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"The Real Idea of Warehousing Is Vastly Different Than Merely Getting By", By W. Lee Cotter.

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WAREHOUSE CO.	AND STORAGE COMPANY	WAREHOUSE CO.
Operating 7 Warehouses in	Operating 5 Warehouses in	Operating 8 Warehouses in
COLUMBUS, OHIO	MANSFIELD, OHIO	AKRON, OHIO



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THEY afford the best protection against fire because of the strong, flexible interlocking steel slats which project beyond opening into deep grooves; because destructible washers take care of expansion of guide when exposed to heat, preventing twisting and binding of door.

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We also make a complete line of service doors manually or electrically operated.

Ask our Engineering Department about your door problems. Complete catalogue on request

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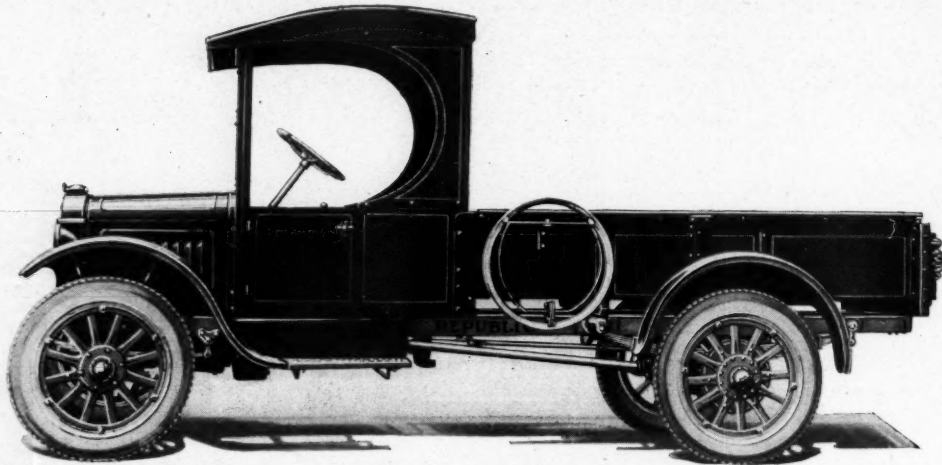
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Kinnear Manufacturing
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Republic Rapid Transit, with Open Express Body, Four-Door, Open Cab, Cord Tires, Electric Starter and Lights, \$1415, f. o. b. Alma, Mich.

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When Republic Rapid Transit delivers storage goods, it cuts costs way below normal. Ton for ton and mile for mile, its operation expense is the lowest. It saves time and money on every job.

Put this truck to work and increase your profits. It is the lowest-priced truck of its class on the market, yet a truck of proved dependability with a reputation for Unequalled Service. It will place your delivery system on a permanently profitable basis.

Send for Vocational Catalog showing Republic Trucks
Operating in the Warehouse Industry.

The Republic Line: $\frac{3}{4}$, 1, $1\frac{1}{2}$ -2, $2\frac{1}{2}$ -3, $3\frac{1}{2}$ -4 tons capacity.

REPUBLIC TRUCK SALES CORPORATION
ALMA, MICHIGAN

REPUBLIC

RAPID TRANSIT[©]

Republic has more trucks in use than any other exclusive truck manufacturer

DISTRIBUTION & WAREHOUSING

ENTERED AS SECOND CLASS MAT-
TER, JANUARY 29, 1916, AT THE POST

FORMERLY
TRANSFER & STORAGE
PUBLISHED MONTHLY

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Volume XXI

NEW YORK, FEBRUARY, 1922

No. 2

Publishing a Standard Tariff is Service for the Shipper

*Warehousing Practice of Issuing Rates in Printed Form
Will Benefit Both Traffic Manager and Storage Executive
—What Should Appear in Such a Document*

THE industrial traffic manager, whose principal arbitrary demand in his business dealings with public storage executives is *service*, is gradually having made available to him a new form of warehousing service—the publishing of a document known as the printed tariff.

This service is new in the sense that comparatively few merchandise warehousemen to-day issue printed tariffs. That the printed tariff is of value both to the shipper and the storage executive is unquestioned in the minds of leading warehousemen who have been identified with the development of their industry, and it is predicted that the practice of telling in type the storage and handling rates which the warehouseman quotes on various commodities will spread throughout the country.

Warehouse executives who advocate the publishing of printed tariffs as a service to the traffic manager point to the fact that when the shipper who uses warehouses fixes the price of his commodity to the retailer, the cost of warehousing that commodity enters into his calculations.

Accordingly, possession, by the shipper, of published tariffs issued by warehousemen generally, would enable him to reckon more accurately on his potential profit.

With printed tariffs, overnight changes in warehouse rates would be virtually eliminated—a benefit which the traffic manager would find of inestimable value to him. As advocated by storage executives who approve of publishing tariffs, it would be sound warehousing service to the shipper for the warehouseman not to put into effect an increase in rates without first notifying the shipper, such notification to be given perhaps as long as thirty days in advance. This practice would make the system sufficiently elastic to protect the traffic manager—to take care of goods en route and not conflict with contracts already entered into between warehouseman and shipper. In other words, the customary phrase that rates are “subject to change without notice” should be interpreted

broadly, rather than too literally, by the warehouseman who keeps constantly in mind that the traffic manager is at all times emphasizing service.

The opinion of storage men who urge widespread publication of tariffs is that the practice will react in favor of the warehouse industry in many ways. At this time, warehousing is endeavoring to surround the warehouse receipt with every form of responsibility. A published tariff document properly constructed would serve to emphasize that responsibility; such a document would contain warehousing's terms and conditions [printed in full on page 15], and these terms and conditions, in turn, are to be linked directly with the standard negotiable and non-negotiable receipts which the American Bankers' Association will be asked to approve.

There is another reaction that will be favorable to warehousing. The tariff is published not with the idea alone of keeping it on the warehouseman's desk for his guidance and the guidance of his own employees, but for circulating among shippers. Visualize the distribution of thousands of printed warehousing tariffs among shippers in all parts of the United States. Not only will they serve as valuable advertising mediums for the companies which issue them—by keeping the names of those companies constantly before traffic managers—but they will be certain to reach the desks of traffic representatives of manufacturing companies which do not now distribute through warehouses because they are unaware of the economic advantage of using the warehouse. The storage industry itself, as well as the individual publishers of the tariffs, will be advertised in a constructive way.

The traffic manager who has before him the printed tariff of a warehouseman knows that the storage and handling rates being charged are precisely the same as those which that warehouseman is quoting to the traffic manager's competitors. For the shipper, this is a guarantee of good faith; for the warehouseman, it minimizes the tendency by the traffic manager to try to bring rates down.

SOME warehousemen who have given consideration to publishing a tariff have rejected the plan on the theory that if they adopted the idea and their competitors did not, their competitors would then have them at an unfair advantage—that their competitors would immediately begin to quote rates slightly under the published ones and thereby get the business. But warehousemen who have already published their tariffs are not in sympathy with that argument; they are of the opinion that publishing their rates carries added prestige and responsibility which the traffic manager recognizes, and that business is being given them rather than to the warehouseman who does not issue a printed record of his tariffs—providing, of course, that the warehouseman who does publish his rates maintains service-giving standards equal to those of his competitor.

For the warehouseman there is still another advantage in a printed tariff. It will assure that neither competitors nor shippers will be in a position to misquote his rates to others, to his disadvantage. A warehouseman may charge so much per hundred pounds for storing a given commodity, but if that rate is not published a competitor may get the business by asserting to a shipper that the first warehouseman's rate is higher than it actually is. Or a traffic manager may hold out to a warehouseman that the latter's competitor's rates are lower than they are actually and thereby induce that warehouseman to store at lower price. As S. M. Haslett, president of the Haslett Warehouse Co. of San Francisco, commented in his paper read at the St. Louis convention of the American Warehousemen's Association:

"So many times has it been said to us that rates here or there are so much lower than at San Francisco, we almost begin to believe it. But when the printed tariffs came out at Chicago, then Minneapolis, then New York, we realized lies can be told."

What form should a published tariff take? That is a problem which has been studied by the Central Bureau committee of the American Warehousemen's Association during the past year, and an answer is to be found in the committee's report as submitted at the St. Louis convention. What the Bureau committee's sub-committee—E. H. Maxwell, of the Independent Warehouses, Inc., New York, chairman—undertook was to recommend that something standardized be used by warehousemen issuing published tariffs. And so a standard form of document was outlined, based upon conferences at which virtually all printed tariffs in the United States and Canada were studied. On the sub-committee with Mr. Maxwell were W. N. Cox, president of the Louisville Public Warehouse Co., Louisville, Ky., and J. P. Feuling, manager of the Central Warehouse Co., St. Paul, Minn. Tariffs were examined with respect to set-up, form and contents, and the variances were so many that the sub-committee admitted that its members had had difficulty in arriving at an agreement.

T. E. Witters, chairman of the Central Bureau Committee and vice-president and manager of the Baltimore Fidelity Warehouse Co., said that the inquiry had shown that warehousemen were being influenced, in the quoting of rates, throughout the country by the tariffs published by others.

Four Tariff Forms Suggested

"To increase the practical value of its work to warehousemen generally," the Central Bureau Committee's report said, "and to promote the use of tariffs, the committee has pre-

sented herewith four forms of standard tariffs." These tariffs, with illustrations, may be designated as follows:

No. 1—Penny or Commodity Tariff: In which rates are shown in cents per package:

PENNY, OR COMMODITY TARIFF

Rates will be quoted on application on all commodities not enumerated, etc.

Commodity Quantity and Package	Gross Weight per Package Pounds	Storage Rate per Package per Month Cents	Handling Rate per Package Cents	Commodity Quantity and Package	Gross Weight per Package Pounds	Storage Rate per Package per Month Cents	Handling Rate per Package Cents
Acid (a) 230 kegs and over (b) 24 kegs to 229 kegs (c) 23 kegs and less	130	8 10 12	12½ 16 19	Aloes (a) 230 cases and over (b) 24 cases to 229 cases (c) 23 cases and less	130	6 7½ 9	10 12½ 15

No. 2—Symbol or Class Tariff: Type I (following the lines of the floor load system), in which the classification of a commodity is shown by symbol or letter, necessitating reference to a package rate table:

SYMBOL, OR CLASS TARIFF

COMMODITY	Gross Weight	Lot Unit Weight	Storage	Handling
A				
Alcohol, Denatured and Wood Barrel.....	475	30000	A	E
½ Barrel.....	300	30000	A	E
Alkali.....	A	G

PACKAGE RATES

If weight of package falls between ratings the higher rate will govern.

CLASSES					RATES IN CENTS PER PACKAGE										CLASSES				
Maximum Weight per Package					Storage					Handling					Maximum Weight per Package				
c—	d—	e—	b—	a—	Unit	1½ to Unit	¾ to 1½	1½ to 2	2 to 3	Unit	1½ to Unit	¾ to 1½	1½ to 2	2 to 3	A	B	C	D	E
2.50	2.75	3.02	3.33	3.66	1½	¾	1	1½	2	1½	¾	1	1½	2	4.08	4.43	4.87	5.36	5.89
20.3	18.2	16.5	15.0	13.7	¾	1	1½	2	3	1½	¾	1	1½	2	12.4	11.3	10.3	9.3	8.5
30.0	27.3	24.8	22.5	20.5	¾	1	1½	2	3	1½	¾	1	1½	2	18.6	16.9	15.4	14.0	12.7

(Note: Of foregoing Type I, the "Symbol, or Class Tariff" section would appear on left-hand page and the "Package Rates" section on right-hand page of a standard tariff pamphlet.)

No. 2—Symbol or Class Tariff: Type II, following along the lines of the cubic and weight system, used in the Central West:

SYMBOL, OR CLASS TARIFF

COMMODITY	Handling per Ton	Storage Classification Pages	Storage Modifications Page	NOTES
Advertising Matter	120	C	14	

BASE RATE STORAGE TABLE

A		B		C		Monthly Storage Rate	D		E		F	
Bulk cu. in.	Weight lbs.	Bulk cu. in.	Weight lbs.	Bulk cu. in.	Weight lbs.		Bulk cu. in.	Weight lbs.	Bulk cu. in.	Weight lbs.	Bulk cu. in.	Weight lbs.

(Note: Of foregoing Type II, the "Symbol, or Class Tariff" section would appear on left-hand page and the "Base Rate Storage Table" section on right-hand page of a standard tariff pamphlet.)

No. 3—Combination Tariff: In which rates are shown in cents per package and also by symbol, in connection with a package rate table:



COMBINATION COMMODITY AND CLASS TARIFF

COMMODITY RATES						CLASSIFICATION		
COMMODITIES	Kind of Package	Lot Unit Weight	Gross Weight per Package Pounds	Storage Rates in Cents per Pound	Handling Rates in Cents	Storage Class	Handling Class	NOTES

How the front cover of the standard pamphlet would look as recommended by the Central Bureau is shown as follows:

STANDARD FORM OF TARIFF.

TARIFF No.

Name of Warehouse Company _____

General or Executive Offices _____

Conditions and Description of Contents _____

Location of Warehouses
or
Photograph, cut, etc. of same

Date Issued _____ Date Effective _____

Conditions of Changes _____

Reserved for name of person or Officer issuing
or
Names of officers of Company.

Suggested cover for standard tariff

The inside front cover would be devoted to "Description of Facilities" of the company issuing the tariff. Then would follow the twenty-six articles of the Standard Terms and Conditions as revised and adopted at St. Louis convention. Following the Standard Terms and Conditions would appear the tariff—whichever one selected of the four forms which have been illustrated herewith. On following pages, space is reserved for "Notes" and "Miscellaneous Charges."

Charles L. Criss, Pittsburgh, general secretary, touched upon the tariff situation in his report as secretary. Commending to all warehousemen the publication of tariffs, Mr. Criss said:

"Nothing will more quickly break down the wall of doubt and distrust in the minds of warehouse customers than the simple statement of a warehouseman, in tariff form, of the terms and conditions under which he proposes to handle goods, and the rates to be charged on them. It is, on its face, an indication of good faith on his part, and it eliminates the bargaining feature which many warehouse customers feel compelled to go through for fear they do not get as good as or better than their competitor.

"And the tariff is a time saver for your office! It makes for efficiency—and there is no better check or safeguard against mistakes. To get the greatest benefit from the publication of a tariff, we suggest it be standardized in certain respects—as terms and conditions, and in general form and make-up. It is fully recognized that there are sometimes local conditions to provide for, but nevertheless it is also true that sometimes the warehouse customer will pass by a house as quickly on

account of new and strange rules as on account of a wide variation in rates, for he does not feel that he has time to study out or find out just how much the terms or rules might affect him or his business. Thus it may be that a rule or practice which may look good locally may prove a handicap beyond the local horizon."

Some Wherefores

ON the theory that, next to advertising in periodicals which reach shippers and warehousemen, a published tariff is the best publicity medium at the storage executive's command, the Independent Warehouses, Inc., New York, is preparing a tariff which will be issued during February. This will follow the standard recommended by the American Warehousemen's Association and will tell the Independent's complete story—service, insurance, etc. It will be illustrated with pictures of all the buildings of the company. On every commodity, a rate will be quoted on the package when standard and will be quoted as per 100 pounds when the package is not standard.

The New York Dock Co. has a printed tariff—and knows exactly why it publishes it. To quote W. E. Halm, president:

"It took us a long time to convince ourselves that it would be to our interest to publish our rates and advise the merchants and our competitors exactly what our charges would be. We made a very careful review of the local situation and came to the belief that the advantages largely outweighed the disadvantages and decided to go ahead with the project. We had had nearly two years of experience in cost finding and, therefore, had a pretty fair idea of the minimum rates that we would accept, and there seemed to be no good reason why we should not put down black and white what our charges were.

"We printed 7000 copies of the tariff and sent it broadcast.

SHANGHAI & HONGKEW WHARF CO., LTD.				公 司 公 司			
HUNT'S WHARF, HONGKEW WHARF, OLD NINGPO WHARF,				和 和			
POOTUNG EAST & WEST WHARVES.				和 和			
STORAGE TARIFF				詳 詳			
DESCRIPTION	PER	UNIT	REMARKS	DESCRIPTION	PER	UNIT	REMARKS
1. Aerial - - - - -	cubic ft.	cash.		1. Logs of Timber - - - - -	cubic foot	5	1/2
2. Anchors - - - - -	piece	8		2. Lumber and Leather Baling - - - - -	cubic foot	4	3
3. Articles (1 ton and over) - - - - -	piece	10		3. Lumber and Leather Baling - - - - -	cubic ft.	4	3
4. Articles - - - - -	piece	10		4. Lumber and Leather Baling - - - - -	cubic ft.	4	3
5. Bags (100 lbs. and over) - - - - -	bag	10		5. Lumber and Leather Baling - - - - -	cubic ft.	4	3
6. Bags (50 lbs. and over) - - - - -	bag	10		6. Lumber and Leather Baling - - - - -	cubic ft.	4	3
7. Bales (100 lbs. and over) - - - - -	bale	10		7. Lumber and Leather Baling - - - - -	cubic ft.	4	3
8. Bales (50 lbs. and over) - - - - -	bale	10		8. Lumber and Leather Baling - - - - -	cubic ft.	4	3
9. Bales (25 lbs. and over) - - - - -	bale	10		9. Lumber and Leather Baling - - - - -	cubic ft.	4	3
10. Bales (10 lbs. and over) - - - - -	bale	10		10. Lumber and Leather Baling - - - - -	cubic ft.	4	3
11. Bales (5 lbs. and over) - - - - -	bale	10		11. Lumber and Leather Baling - - - - -	cubic ft.	4	3
12. Bales (2 lbs. and over) - - - - -	bale	10		12. Lumber and Leather Baling - - - - -	cubic ft.	4	3
13. Bales (1 lb. and over) - - - - -	bale	10		13. Lumber and Leather Baling - - - - -	cubic ft.	4	3
14. Bales (under 1 lb.) - - - - -	bale	10		14. Lumber and Leather Baling - - - - -	cubic ft.	4	3
15. Bales (under 1 lb.) - - - - -	bale	10		15. Lumber and Leather Baling - - - - -	cubic ft.	4	3
16. Bales (under 1 lb.) - - - - -	bale	10		16. Lumber and Leather Baling - - - - -	cubic ft.	4	3
17. Bales (under 1 lb.) - - - - -	bale	10		17. Lumber and Leather Baling - - - - -	cubic ft.	4	3
18. Bales (under 1 lb.) - - - - -	bale	10		18. Lumber and Leather Baling - - - - -	cubic ft.	4	3
19. Bales (under 1 lb.) - - - - -	bale	10		19. Lumber and Leather Baling - - - - -	cubic ft.	4	3
20. Bales (under 1 lb.) - - - - -	bale	10		20. Lumber and Leather Baling - - - - -	cubic ft.	4	3
21. Bales (under 1 lb.) - - - - -	bale	10		21. Lumber and Leather Baling - - - - -	cubic ft.	4	3
22. Bales (under 1 lb.) - - - - -	bale	10		22. Lumber and Leather Baling - - - - -	cubic ft.	4	3
23. Bales (under 1 lb.) - - - - -	bale	10		23. Lumber and Leather Baling - - - - -	cubic ft.	4	3
24. Bales (under 1 lb.) - - - - -	bale	10		24. Lumber and Leather Baling - - - - -	cubic ft.	4	3
25. Bales (under 1 lb.) - - - - -	bale	10		25. Lumber and Leather Baling - - - - -	cubic ft.	4	3
26. Bales (under 1 lb.) - - - - -	bale	10		26. Lumber and Leather Baling - - - - -	cubic ft.	4	3
27. Bales (under 1 lb.) - - - - -	bale	10		27. Lumber and Leather Baling - - - - -	cubic ft.	4	3
28. Bales (under 1 lb.) - - - - -	bale	10		28. Lumber and Leather Baling - - - - -	cubic ft.	4	3
29. Bales (under 1 lb.) - - - - -	bale	10		29. Lumber and Leather Baling - - - - -	cubic ft.	4	3
30. Bales (under 1 lb.) - - - - -	bale	10		30. Lumber and Leather Baling - - - - -	cubic ft.	4	3
31. Bales (under 1 lb.) - - - - -	bale	10		31. Lumber and Leather Baling - - - - -	cubic ft.	4	3
32. Bales (under 1 lb.) - - - - -	bale	10		32. Lumber and Leather Baling - - - - -	cubic ft.	4	3
33. Bales (under 1 lb.) - - - - -	bale	10		33. Lumber and Leather Baling - - - - -	cubic ft.	4	3
34. Bales (under 1 lb.) - - - - -	bale	10		34. Lumber and Leather Baling - - - - -	cubic ft.	4	3
35. Bales (under 1 lb.) - - - - -	bale	10		35. Lumber and Leather Baling - - - - -	cubic ft.	4	3
36. Bales (under 1 lb.) - - - - -	bale	10		36. Lumber and Leather Baling - - - - -	cubic ft.	4	3
37. Bales (under 1 lb.) - - - - -	bale	10		37. Lumber and Leather Baling - - - - -	cubic ft.	4	3
38. Bales (under 1 lb.) - - - - -	bale	10		38. Lumber and Leather Baling - - - - -	cubic ft.	4	3
39. Bales (under 1 lb.) - - - - -	bale	10		39. Lumber and Leather Baling - - - - -	cubic ft.	4	3
40. Bales (under 1 lb.) - - - - -	bale	10		40. Lumber and Leather Baling - - - - -	cubic ft.	4	3
41. Bales (under 1 lb.) - - - - -	bale	10		41. Lumber and Leather Baling - - - - -	cubic ft.	4	3
42. Bales (under 1 lb.) - - - - -	bale	10		42. Lumber and Leather Baling - - - - -	cubic ft.	4	3
43. Bales (under 1 lb.) - - - - -	bale	10		43. Lumber and Leather Baling - - - - -	cubic ft.	4	3
44. Bales (under 1 lb.) - - - - -	bale	10		44. Lumber and Leather Baling - - - - -	cubic ft.	4	3
45. Bales (under 1 lb.) - - - - -	bale	10		45. Lumber and Leather Baling - - - - -	cubic ft.	4	3
46. Bales (under 1 lb.) - - - - -	bale	10		46. Lumber and Leather Baling - - - - -	cubic ft.	4	3
47. Bales (under 1 lb.) - - - - -	bale	10		47. Lumber and Leather Baling - - - - -	cubic ft.	4	3
48. Bales (under 1 lb.) - - - - -	bale	10		48. Lumber and Leather Baling - - - - -	cubic ft.	4	3
49. Bales (under 1 lb.) - - - - -	bale	10		49. Lumber and Leather Baling - - - - -	cubic ft.	4	3
50. Bales (under 1 lb.) - - - - -	bale	10		50. Lumber and Leather Baling - - - - -	cubic ft.	4	3

In China they publish warehousing rates, as above illustration shows—from document sent to *Distribution & Warehousing* by F. L. Bateman, Chicago, president of the Trans-Continental Freight Co., during his recent trip in the Orient

We are paid the high compliment of having a great number of our competitors carry our tariff with them when soliciting business. It enables them to refute incorrect statements made by merchants regarding our rates. It also enables those who feel that they can make lower rates than we care to accept to obtain higher rates than they would without the definite advice of our going rates.

"It is really remarkable how often we find the tariff braces up our own solicitors. Without it they would yield to the pressure to meet competition, but with the inability to change the rates without a printed supplement they are compelled

to attempt to convince the merchant that our service and location is worth the price we ask, and it is surprising how often they succeed in such arguments.

"The advantages of the tariff have become so apparent to others that two of our competitors have already published tariffs and the third one has one in course of preparation.

"We learn that our tariff has helped warehousemen in other cities, where it has been used to point out to a merchant, who tries to use the lower rates offered to him by some of our competitors to induce his local warehouseman to make similar reductions, that a responsible warehouse, such as the New York Dock Co., is able to get higher rates than those quoted.

"Notwithstanding the demoralized condition of rates we have no regrets over the fact that we have issued a tariff, our only regret being that we did not issue it long before we did."

Mr. Halm calls attention to an anonymous contribution, "Why We Issue a Tariff," which appeared in the *Bulletin* of the American Warehousemen's Association, as reflecting his opinion of what constitutes an almost complete answer:

"First, to standardize our own rates.

"Second, to gain the confidence of our patrons (a) by letting them know by tariff that they get the same rates as their competitors; (b) by being able to show them that rates on all commodities are figured from the same base; (c) by showing in print the terms

THE EXPENSE:

HOW much would it cost a warehouse company to issue a tariff? It is estimated that 1500 copies of a document such as the standard one recommended by the Central Bureau committee of the American Warehousemen's Association should not cost more than \$300 or \$400, according to E. H. Maxwell, chairman of the Central Bureau's sub-committee which has studied the situation.

Large interests like the Bush Terminal Co. and New York Dock Co. have issued tariffs and the cost of 7000 copies runs from \$900 to \$1,400, according to the stock of paper used.

The more pictures used, the greater, of course, would be the cost. The Independent Warehouses, Inc., of which Mr. Maxwell is a vice-president, is preparing a tariff which will be profusely illustrated, and accordingly the price will be above the average.

man and, what is respect."

Publish a tariff!

and conditions on which we operate and that rules are not made spasmodically at the whim of the warehouseman.

"Third, because patrons seldom ask for a reduction of printed rates.

"Fourth, to help standardize the rates of our competitors. (a) Some competitors aim always to be just a little below us. If they know our rates they will make theirs as near ours as they dare. If they do not know ours they will slash to make sure that they are below. (b) Some competitors want to name the same rates as we do, but cannot if they do not know our rates. (c) Patrons sometimes tell competitors that they can secure lower rates from us. If they have our tariff they can refute such statements.

"Fifth, because Commission control is coming to warehouses in all States, and to build a tariff after it comes will be more difficult than to present a tariff already in operation.

"Sixth, because it increases the efficiency of our own rating organization—rating clerks, billing clerks, auditors, solicitors.

"Seventh, most important of all, it stiffens our backbone."

To the foregoing Mr. Halm adds that "issuance of a tariff increases the respect of competitors for the warehouse—more important, increases his own self-

Trap Car Service in Chicago

An Explanation for Shippers

(Editorial Note: The text which follows was prepared, for the information of traffic managers, by a Chicago transportation authority at the suggestion of H. M. Weber, president of the Weber Storage & Distributing Co., Chicago.)

THE writer has found that a good many of the traffic managers of large shippers do not know what the saving is which can be derived from trap car service on the Junction lines in Chicago. In fact, many of them do not even know what a trap car is.

There is a vast difference in trap car service from industries on the road haul carriers and industries on Chicago switch roads. Industries on switch lines can load shipments to all railroads in one car, while industries on road haul carrier lines must load in one car a certain tonnage for one road.

So keen has competition between the road haul carriers become that they are giving special service to cars from switch road Universal Freight Stations. For instance, the Chicago Junction House No. 3 gets out every noon from one to five cars for Milwaukee which are

delivered the following morning at Milwaukee. From one Universal Freight Station on the Chicago Junction Railway, they are delivering from three to four hundred road haul cars per week, destined direct to gateway and break-bulk points, the same as though cars were loaded at the road haul carriers' freight station. These cars leave Chicago on fast freight trains made up of cars of meat from the packers and cars from the Central Manufacturing District.

Where shippers can load car loads of l.c.l. shipments, bound outside of Chicago, the goods marked for destination and B/Ls accompanying car, same do not have to be handled by the warehouse, but can be recarded to the Universal Freight Station where cars are handled.

Warehouses on Junction lines can handle also club cars containing shipments for out of town and spot stock for storage or shipments for city delivery. In this way, if cars are loaded properly, the l.c.l. shipments in the ends of the car do not have to be rehandled, but can be left in the car and additional shipments put in and recarded to the Universal Freight Station.

The part that should appeal most to the shipper is that this trap car service is free, as the outbound road haul carriers absorb the switch road charge in their Chicago rate.

We have found that a few of the live wire shippers are shipping their merchandise into Chicago in pool cars and selling their out of town customers f.o.b. Chicago, and make store door delivery for city shipments. In this way, they can save their customers the difference in the car load and less car load rate less the warehouse charge for distribution.

The warehouses of to-day should be able to give the customers all the information possible with reference to the car load and less car load rates, showing the saving the shipper can derive in shipping pool or club cars in the Chicago district.

Not only is there a big saving in actual cash, but there is also a saving in claim correspondence and the tracing of lost shipments. A car load of merchandise is usually delivered in better condition than a large number of shipments delivered to a freight station and shipped in l.c.l. lots.

Terminal Warehousing by Carriers*

Why Railroad Storage Plants Should Adopt Policy of "Service with Compensation"

By Robert L. Spencer

Warehouse Superintendent, Pennsylvania System

IT has been implied that there still linger in the hearts of some warehousemen considerable animosity and suspicion toward railroad warehouses, although not in particular toward the warehouses of the Pennsylvania System. There may be some carriers who have not seen fit to conduct the warehouse business as we have, but they are few, because we and they must recognize the possibilities of our warehouses as factors with storage-revenue earning powers of no mean consequence.

I believe every man in the American Warehousemen's Association knows, if he has considered it at all, that our company is encouraging the development of warehouses along its rails; that it fully realizes the necessity for using the air rights whenever new freight terminals are con-

structed, and for employing every reasonable and honorable means to increase its business; and it is always trying to do to others as it would be done by.

We have not been animated to pursue this course by any fear of criticism on the part of person or organization; we mapped out our plans of action carefully and we have followed them religiously, because we know them to be right; and now when our facilities normally prosper, as other warehouses do, we unhesitatingly state that there can be no just cause for criticism or animosity. Our methods and our practices are open to the public. We adhere to our printed tariffs, and these are founded on the principle that profit may be extracted from the business of storing, distributing and other related services.

IN December, 1906, I was a guest at the annual convention held in St. Louis. Our Duquesne Warehouse in Pittsburgh was opened for business two months before. In the course of a speech made by a member I listened to a tongue-lashing and a bitter tirade against railroad warehouses which I shall never forget. The climax was reached when, with a burst of oratory quite unexpected, he declared—and these are his exact words—"It sounds the death knell of our warehouse business," meaning, of course, the entrance of railroad warehouses into the storage business. Just as I was on the point of withdrawing from the meeting, Thomas S. McPheeters, of St. Louis, ably defended our position and challenged the previous speaker.

True and False Prophets

Mr. McPheeters's prophecies concerning the future of terminal warehousing by carriers have been fulfilled with surprising accuracy, while the prediction that terminal warehousing by carriers would sound the death knell of the storage industry has certainly revealed a false prophet, as every man present is aware.

I joined the American Warehousemen's Association later and have worked hard to convince every one of my associates that insofar as I was empowered to speak and act for my company every deed and action would be open and above-board; that our business everywhere would be conducted for profit and its basis would be compensatory rates for every service demanded of its warehouses. I have intimate associates among the railroad warehousemen and a great many friends in this organization, and I can say with perfect truth

that the railroad element and I have about as free hands and are vested with as much authority with which to conduct our affairs as any reasonably prudent man would endow to any of his managers or representatives. We are held responsible for the growth and successful administration of the storage business under our charge. If we do not conduct it profitably, others will be called upon to take our places.

The men in the railroad branch of this industry have not been more ignorant of the possibilities of this business of ours than the so-called "independent element," and the recent educational processes through which we have been passing the past several years have been of no more benefit to us than to any of the other members. We have all benefited and profited alike; the ledgers of those who have followed the established principles of rate-making will show the same relative results. No man can have failed to reap a modest harvest if he has applied to his business these principles and followed the rules laid down by the Committee for the Standardization of the Basis for Rates, and the work of the other committees contributory thereto, or for educating the warehouseman to know his business thoroughly. I can, but I prefer not to, name several warehousemen of the so-called independent type who, years ago, seldom quoted rates without ascertaining what we were charging. The reasons for these inquiries are obvious. Those days are past, however, and now we are consulted freely and have the confidence, we hope, of all of you.

The actions and the methods of conducting the warehouses of the Pennsylvania System in Pittsburgh, Chicago, Harrisburg, Erie, Cincinnati and St. Louis, where our establishments are

located, are not on trial here; they need no defense and no apology from me.

We have been instrumental in forming local associations for the dissemination of the information we have acquired, or else we have joined those local associations already formed. In only one instance has a warehouse of this company been denied admission into the inner circles of local storage rate-making. I cannot mention a single other instance where members of the American Warehousemen's Association refused to accord railroad warehousemen the fullest and most complete welcome into their brotherhood and where they were refused their confidence. Every railroad warehouseman acknowledges this with grateful appreciation.

Interpreting "Warehousing"

Let us for a moment examine the subject "Terminal Warehousing by Carriers," and we shall find all the elements with which we wish to deal here. Terminals, warehousing, and the carriers themselves; or to reassemble again in a different form, "Warehousing as Practised by the Carriers at their Terminals."

The word "warehousing" is capable of several interpretations. We warehousemen will analyze it and we shall extract from it the idea of "storing." But if we do this and take from it its most important and valuable part, we still must leave the word intact; because while a carrier may warehouse without storing, it cannot store without warehousing. I want to emphasize this point, and I want to repeat that often there is a vast difference between "warehousing" and "storing."

"Webster" names no fundamental difference between the words, and this, of course, is accepted by business generally.

*Paper read at St. Louis convention of American Warehousemen's Association.

But we know there is a difference. Let us assume, therefore, that a fundamental difference does exist, at least to warehousemen.

What does the word "warehousing" mean to the carriers? Goods are often warehoused by them without compensation. Does a warehouseman perform any such service without compensation? On the other hand, carriers never store without compensation, and neither do we, of course. Tons upon tons of freight are warehoused daily by carriers from cars, from ships and commercial vehicles. This traffic is sometimes handled in great bulk, or in carloads, or in less-than-carload quantities; and much of it must be so handled. What portion of that may and should be stored instead of warehoused? And this is just what I am driving at. All less-than-carload freight must be warehoused from cars, and consignees must be allowed a reasonable time, free of charge, during which to remove it.

The Official Classification states that "if a man wants to take advantage of carload ratings he must load and unload his property." Circumstances warrant some carriers in making exceptions. That is, where they are unable to offer proper track delivery, or where physical or port terminal conditions prevent the consignees from securing convenient access to carloads or bulk quantity, and again where the carriers find equipment badly needed. Hence, if excuses are looked for, for warehousing by carriers, they are found right here. Then, there is warehousing from ship or from cars to docks.

Thus it will be seen that warehousing by carriers, when considered a necessity, is performed gratis for their trade and customers. But it surely is a very expensive incident to transportation. It is a phase of transportation toward which every carrier to-day is giving serious study. I prophesy that the problem will be solved very soon; that the time is near when "warehousing" will be synonymous with "storage"; and that service without compensation will altogether cease, for I know that this company and many other carriers accept the carload rating as sound and that carloads should be unloaded for compensation, and that warehousing and storage ought to be paid for adequately.

There are to-day, however, in full force and operation some old contracts or agreements with warehouse companies that are considered very burdensome by the carriers themselves and are considered by others discriminatory. This carrier is seeking to have these burdens lifted, and I know of several others who are following suit and co-operating with the Pennsylvania to that end. Some of our railroad warehouses have been slow to perceive that there are great financial possibilities in charging for service, but still persist in giving away valuable assets. In these days of rigid economy, propaganda and education if offered discreetly will prove helpful. If the so-called independent warehouses would publish their tariffs as freely as do the railroad warehouses a revision would come more promptly in the tariffs of

those railroad warehouses who appear to be out of line in their rates. I would like the convention to recommend that the practice of publishing printed tariffs be more widely extended among our members.

The Pennsylvania Railroad Co. regards its six warehouses as though they were owned and operated by private interests. They do not receive one competitive advantage, they enjoy no special privileges, and all the revenues received are derived from storage, insurance, and the usual warehouse services.

At this time there are few competitive possibilities left to carriers. Passenger rates and freight rates are practically

EDUCATION NEEDED

FIFTEEN years ago it was predicted at a warehousemen's convention that the action of railroads in operating storage plants sounded the death knell of the public warehouse industry. But one by one the railroad warehouses have been entering the American Warehousemen's Association and abandoning their early policy of giving storage service without compensation.

"Some of our railroad warehouses have been slow to perceive," says Mr. Spencer in this article, "that there are great financial possibilities in charging for service, and still persist in giving away valuable assets. Propaganda and education if offered discreetly will prove helpful.

"If the so-called independent warehouses would publish their tariffs as freely as do the railroad warehouses, a revision would come more promptly in the tariffs of those railroad warehouses who appear to be out of line in their rates."

the same, and of these possibilities only two stand out pre-eminently. These are service, and terminal or warehouse facilities. If one railroad is a competitor against another for a large consignment of freight, what has it left to offer except the two referred to—service, and terminal facilities?

It must be of interest to know that Edwin Morton, treasurer and manager of the Baltimore & Ohio Stores, Inc., New York, and I are members of a committee of railroad men whose duty it is to work out plans looking to a conservation of resources through railroad warehouse channels. It is considerable of an undertaking, and requires patience, perseverance and tact; but it is certain to lead eventually to satisfactory results.

We now come to the question of storage by carriers. Are they charging compensatory rates, or are they assessing rates which will attract traffic, and handling their warehousing and storing at

such rates as will prove a drain on the road-haul? I can truthfully state that with the exception of some storehouse, dock and pier facilities, most of the carriers are assessing compensatory rates wherever they hold out to warehouse, store and reship; but all of them should charge adequate rates for these services. Dock rates, as well as interior warehouse and storage rates, ought to be readjusted, and the basis upon which such rates should be reconstructed should be that suggested by the Central Bureau of the American Warehousemen's Association. Present dock rates are, for the most part, indefensible, but they can be rearranged only upon the full concurrence and co-operation of all the carriers. Competition is so keen that the few roads which are willing to advance them cannot afford to go it alone. But the investigation into dock and seaboard practices now being conducted by the Interstate Commerce Commission is sure to help correct the present evils.

As to warehouse and storage rates charged by carriers in the interior, there is at present a carrier in Chicago (one illustration will suffice) who, while he is charging for storage and handling and files his tariffs with the Interstate Commerce Commission covering these services, is either not aware of the possibilities of his establishment or else he purposely declines to assess adequate rates. His tariff provides among other things the following rates:

Commodity	Storage (per day per 2000 lbs.)	Handling (per 2000 lbs.)
	Cents	Cents
Canned goods	2	50
Dry goods (cotton piece goods, rugs, etc.)....	4	60
Fruit juices	2	50
Grain products	2	40

By no stretch of the imagination could these rates be considered the usual prohibitory platform storage rates.

It is the intention of our warehouse department to suggest a rearrangement of his tariffs.

I think there never was a better time in which to approach a carrier whose tariffs for warehousing and storing are found to be inordinate, than the present; and Mr. Morton and I, with some other railroad warehousemen, are energetically pursuing these matters and we are confident that much benefit will result. Also, Mr. Morton and I invite the members of this association to furnish us with any information involving inadequate or discriminatory storage tariffs on the part of any carrier.

In conclusion I wish to state that the situation is infinitely better with respect to storing and warehousing by carriers than ever before in the history of the warehousing industry.

Another Milwaukee Company

MILWAUKEE, Jan. 4—The Inbush Warehouse Co. has been incorporated here, with \$50,000 capital stock. The incorporators are S. Brenner, E. Stocker and E. Barrett.

IN HONG KONG:

No Public Warehousing—No Standard Storage Rates—But the Roads Are Unsurpassed

By F. L. BATEMAN

President Trans-Continental Freight Co.

At Sea, Dec. 11.

SINCE writing you from Canton, covering our trip as far as Manila, there has been little to say that might interest those engaged in warehousing. But South China in a general way is fascinating in the extreme. The Asiatic coast approaching Honk Kong is very rugged—the island of Hong Kong with its city of Victoria is a panorama of rare beauty. The city is clean and very pleasing—here as well as at Shanghai are found tall East Indian policemen averaging six feet six in height who, topped with flaming red and yellow turbans and with a long black club which they carry, inspire a huge respect for law and order.

There is no exaggeration when I say that the roads in and around Hong Kong and on the adjoining mainland are exceeded by none in the world, and no more picturesque motoring can be found anywhere.

There are numerous go-downs or warehouses in Victoria, but they are entirely owned and operated by English trading firms for their own traffic. Practically no public warehousing is done and no standard public storage rates are printed. Cargoes from all ships (except a few of the small coastwise and river boats) are discharged on lighters in the harbor. These lighters are large cumbersome affairs built after the fashion of Chinese junks and are hand propelled. The propeller is a long bat dipping astern and the dexterity with which a Chinese coolie works his way through the busy harbor traffic with a hundred tons aboard is truly amazing.

While Hong Kong is the hub of Far Eastern commerce, with spokes radiating south to Saigon and Singapore, southeast to Manila, north and east to Shanghai and Japan, it is the gateway to Canton and South China.

In a very comfortable river steamer (owned and operated by English) one again witnesses the battle now waging in so many parts of China between the old and new order of things. Soldiers patrolled the upper deck of our boat, armed with sawed-off shot guns. River pirates are still acting in these parts and do not hesitate to attack any craft not amply protected. We observed American, French, Japanese and English gunboats between Hong Kong and Canton. In spite of these well-known

THIS letter is another of a series which Mr. Bateman has written for the warehouse industry. One was published in the November, 1921, issue and another in the December, 1921, issue. Another was written in Canton, China, and is mentioned here by Mr. Bateman, but evidently went astray, as it never reached *Distribution & Warehousing*.

Mr. Bateman left America last fall and was accompanied by T. L. Leonard, president, Leonard Warehouses, Inc., Detroit, and P. J. Mills, president White Line Storage & Transfer Co. Des Moines, Iowa. A picture of the three travelers is shown herewith.

hazards native Chinese merchants who come to Hong Kong to sell insist upon carrying back gold or negotiable currency and, as they prefer native junks to river steamers, afford easy prey for the alert river pirates.

The city of Canton is beyond description. The two days spent there will linger in our memories when all else is

gone. Mile after mile we traveled through streets too narrow to accommodate more than our sedan chairs in single file and from which with our right hand we could grasp a freshly skinned rodent in the adjoining butcher shop and with our left hand a bolt of Canton crepe or a beautiful carved ivory specimen immediately opposite. Streets that have never seen daylight and the smell of which would discourage Mombasa's most vicious jackal. The business of Canton is done, as usual in the Orient, in thousands of tiny shops, on the front curb of which the family squat and fashion their wares—almost naked they work all day and half the night, stopping at brief intervals for "chow."

Out of this slough come gems of carved ivory, silks, hand embroidery, Kingfisher jewelry and hand-carved teakwood furniture. The noises are a babel of confusion to the western ear. There are peddlers and beggars everywhere in scores of hundreds. The most mysterious city in the world—and the reputation is well merited. Of the future, there is some hope, as the ancient walls have recently been torn down, through which space broad thoroughfares are being built.

The Chinaman seems to enjoy this miserable puttering existence, for no one hears complaint. Everything is carried in Canton. The streets are too narrow for beasts of burden. Here two and a half million human beings live in a seething, writhing mass of filth, and five miles away in the jungle they kill great tawny tigers.

One evening Mills suggested that we ought to attend a session of the local warehouse association on the river front. We left the Shen-men (Foreign quarter) by motor launch, and Tom Leonard, Pleasie Mills and your humble servant will gladly relate to those interested what was to be learned about Flower Boats, Sing Song girls and copper kettle music—and don't forget to ask Mills the difference between rice wine and Keenan's famous "McHenry."

We saw Chinese baby vendors; babies are sold on the streets like vegetables or tin dippers.

This letter is written under some disadvantage, as the ship is rolling very noticeably. Everybody, however, continues to report regularly in the dining saloon.



At the Temple of Heaven, Peking—
T. Y. Leonard, F. L. Bateman and
P. J. Mills

Use the Revised

Standard Terms and Conditions

1. For Dealing with Shippers
2. For Incorporating in Published Tariffs
3. For Printing on Warehouse Receipts

TO the public merchandise storage industry the Central Bureau committee of the American Warehousemen's Association has recommended its revised standard terms and conditions, once known as rules and regulations, for dealing with the industry's customers, the shippers who distribute through warehouses. On the opposite page the terms and conditions appear in full.

Two of the major uses to which these texts will be put are as follows:

1. They will be printed, under certain conditions, on the negotiable and non-negotiable form of standard warehouse receipt which the American Warehousemen's Association has recommended for adoption and which, in its

final form, is expected to be approved by the American Bankers' Association.

2. Second, they will be printed in the standard tariff which the American Warehousemen's Association urges the men of the industry to adopt. Discussion of the standard tariff begins on page 7.

The terms and conditions as revised reflect not alone the opinions of members of the Central Bureau; they were prepared after many conferences with members of other leading warehousing associations. They have been brought into general agreement with the terms and conditions adopted some months ago by the Central Warehousemen's Club.

REGARDING the efforts of the Central Bureau, the report of Bureau committee, T. E. Witters, Baltimore, chairman, submitted at the St. Louis convention last December, said:

"Particular effort has been made to establish a numerical sequence so that the number, meaning, intent and purpose of each article would be the same in all tariffs issued by merchandise warehousemen throughout the country. In order to obtain the numerical sequence, when local conditions require additions to these rules, this committee suggests that such additions be made sub-divisions of the article to which they are most closely identified."

Such sub-divisions designed to meet local conditions would accordingly be lettered *a, b, c*, etc.

The importance of placing the terms and conditions on the uniform receipt was emphasized by the A. W. A. warehouse receipts committee, P. L. Gerhardt, Bush Terminal Co., New York, chairman, in its report submitted at St. Louis, as follows:

"The committee received many suggestions. No suggestion was received so many times, however, as that suggesting that the terms and conditions be incorporated in the warehouse receipt. Your committee has given this matter much thought and careful consideration and it recommends that the terms and conditions under which business is accepted, preferably the standard terms and conditions of this Association, be incorporated in any form of negotiable or non-negotiable warehouse receipt adopted by this Association.

"The warehouse receipt as now constituted has a dual character. It is an

evidence of actual physical receipt of merchandise in the warehouse, and in all cases is at least a portion of the contract or agreement under which the business is accepted for storage. In many cases it is the only written record of such contract or agreement.

"While some warehousemen use a proposal form which contains the terms and conditions under which the business is accepted—which when accepted by the storer as a specific contract or by the

(warehouse receipts) committee for the year 1917 for a smaller size receipt, but agreed that, for the specific reason of securing more room for the incorporation of terms and conditions, the size of the receipt should be as recommended herein (for use by general merchandise and cold storage warehousemen, 8½ by 13 inches.) This partially bridges the difficulty of incorporating the terms and conditions.

"In those States where warehouse regulation is in effect compelling the filing of tariffs, the solution is simple. In such instances the terms and conditions can be made and notice given by the reference method.

"Where tariffs are issued voluntarily by the warehousemen the same method can be used.

"Where no tariff is issued the terms and conditions must of necessity be incorporated in the receipt.

"At this point it is stated that some objection was offered to the words upon the face of the receipt reading "subject to all the terms and conditions contained herein," in that unless everything was placed upon the receipt the holder would only be bound on the receipt itself. This is exactly the mind of the committee, except it is thought that, by incorporating the (standard) terms and conditions, all the terms and conditions to govern the transaction will be incorporated in the receipt. Of course the common or statutory law is presumed and such is not incorporated, because all interests are bound to know the law, whether they do or not.

"In addition, the law requires that the charges be shown upon the warehouse

(Continued on page 16)

MR. TRAFFIC MANAGER:

FAMILIARIZE yourself with the standard terms and conditions (shown on opposite page) as revised by the American Warehousemen's Association. Hundreds of leading merchandise storage executives will adopt these methods and practices in their business dealings with you.

overt act of sending the merchandise to storage, becomes a contract—this method does not seem to be universally adopted. While without the scope of this committee's jurisdiction it is commended to the attention of the members of the Association.

"Some little difficulty might be experienced from the standpoint of sufficient room in the negotiable warehouse receipt to incorporate terms and conditions. For this purpose your committee carefully considered the recommendation of the

Here Are the Revised

Standard Terms and Conditions

*As Recommended by the Central Bureau Committee
of the American Warehousemen's Association*

Use Them!

TENDER FOR STORAGE

ARTICLE 1. All goods for storage are to be delivered at the warehouse properly marked and packed for handling, and the storer shall furnish at or prior to such delivery a manifest, showing marks, brands or sizes to be kept and accounted for separately. Otherwise the goods will be stored in bulk or lots at the discretion of the warehouseman, and will be billed and delivered accordingly.

STORAGE PERIOD

ARTICLE 2. Unless otherwise provided, all commodities are stored on month to month contract and billed monthly, and reservation is made of the right to require the removal of any lot upon thirty days' notice from the next storage date. Only such notice as is reasonable or possible under the circumstances is required on perishable or hazardous goods.

STORAGE RATES AND EXPIRATIONS

ARTICLE 3. The rates of storage are per month or fraction thereof, based on original packages, dating from the receipt of the first package, or from date when incoming car is constructively placed by carrier; or, in the case of reserved space, from the date of reservation; and cover from that date up to but not including the same date of the following month, or at the option of both parties, that storage be charged from first to first of each month, then all goods received up to and including the 16th of the month a full month's rate, and after the 16th to end of month, a half month's charge. When the final expiring date falls on a Sunday or legal holiday, the next business day will be deemed the expiring date. There will be a minimum storage charge per lot. All charges are assessable monthly in advance and the warehouseman may refuse delivery of goods until charges are paid.

HANDLING CHARGES

ARTICLE 4. Handling charges cover the ordinary labor and duties incident to receiving at warehouse door, stowing away and redelivery to warehouse door, goods in original packages. Handling charges will be billed with the first month's storage charge. Small deliveries not yielding the warehouseman's minimum charge at one-half the handling rate will be assessed an additional amount to equal such minimum.

BONDED STORES

ARTICLE 5. Due to the extra expense of operating Bonded warehouses, an extra charge over regular storage, handling and other rates, will be made for bonded merchandise.

MINIMUM CHARGES

ARTICLE 6. Minimum charges will be applied on storage, handling or other service.

TIME FOR EFFECTING DELIVERY

ARTICLE 7. When goods in storage are ordered out, a reasonable time shall be given the warehouseman to execute the order. If the warehouseman is unable to effect delivery before expiring storage date, an additional storage charge may be assessed.

DELIVERY REQUIRE- MENTS

ARTICLE 8. Orders signed in full and in writing will be required for the delivery of all goods, and where goods are covered by negotiable receipts, such receipts must be surrendered properly endorsed.

POSTAGE

ARTICLE 9. Postage and addressed envelopes should be furnished by customers requiring daily notification of shipments, deliveries or reports.

EXTRA SERVICE

ARTICLE 10.—When the warehouseman furnishes common, skilled or clerical labor, extra space, light, power or material, a charge will be made at regular rates in effect.

REPAIRING OR RECOOPERING

ARTICLE 11. A charge for time and material will be made for repairing or recoopering.

WEIGHING, TAKING WEIGHTS AND MEASURES

ARTICLE 12. Weighing or measuring goods, taking and reporting marked weights and numbers for purposes other than warehouse identification, will be charged for at regular rates.

WEIGHTS

ARTICLE 13. When rates are quoted by weight, they will be computed on the gross weight, and the term "Ton" when used means Two Thousand (2,000) pounds.

SHIPPING

ARTICLE 14. Shipping charges cover billing, marking or tagging, procuring bills of lading and mailing same. A separate charge will be made for each express or parcel post shipment.

CAR LOADING AND UNLOADING

ARTICLE 15. Loading and unloading charges include use of switch track, labor required and billing of car. Bracing or dunnage when required will be furnished at regular rates.

DEMURRAGE

ARTICLE 16. Demurrage and other time penalties are chargeable to customer, unless previous arrangements have been made to the contrary.

WAREHOUSE RECEIPTS

ARTICLE 17. A non-negotiable or negotiable receipt will be issued for each consignment of goods received for storage. Negotiable receipts will be issued only when requested and must be signed for when delivered. Where receipts covering subdivisions of the original consignment are requested, a charge may be made for each additional receipt.

ACCESS TO GOODS

ARTICLE 18. Customers, their representatives, or workmen, may (subject to insurance regulations) have access to or work on goods in store when accompanied by a warehouse employee, for whose time a charge will be made.

TRANSFERS— NEW CON- TRACTS

ARTICLE 19. When goods in storage are transferred on the books of a warehouse from one party to another, a new contract is made thereby, and a new storage date established on the date of such transfer.

INSURANCE

ARTICLE 20. Storage rates do not include insurance of any kind and insurance rates, if quoted, are not guaranteed.

STOCK STATEMENTS

ARTICLE 21. Stock statements submitted in duplicate by customer will be checked with the books of the warehouse without charge. A charge will be made for physical warehouse checking or stock taking.

COLLECTIONS AND ADVANCES

ARTICLE 22. A charge will be made for making collections or for transportation charges advanced. Such advances become a lien on the goods in storage and are payable on demand.

EXPENSE BILLS

ARTICLE 23. A charge may be made to cover the clerical work necessary in checking and handling express and railway company's collect or prepaid expense bills. Large amounts are subject to sight draft.

LIMITED LIABILITY— EXCESS VALUE

ARTICLE 24. Liability of the warehouseman for loss or damage to goods shall in no case exceed \$8.00 per cubic foot or 25 cents per pound, according as weight or size determines the rate, unless excess value is declared by the customer at the time the goods are stored. A charge will be made for such excess value.

PERISHABLE GOODS

ARTICLE 25. Goods that are perishable or that are susceptible to damage through changes of temperature or other causes incident to ordinary storage will be accepted only at owner's risk.

LOSS, DAMAGE OR DELAY

ARTICLE 26. The responsibility of the warehouseman is defined by the laws of the State. All goods are warehoused at owner's risk of loss, damage, or delay by civil or military authority, or insurrection, riot, strikes, labor disputes, enemies of the Government, sprinkler leakage, flood, wind, storm, fire, moth, corruption, depredation by rats, mice or vermin, change of temperature, or by any cause beyond the control of the warehouseman. The warehouseman will assume no responsibility for concealed damage, leakage, variation in weights, or for losses in weight by reason of defective or insufficient containers whether occurring while goods are in storage or are being handled, nor for failure to detect or remedy the same.

receipt. Terms and conditions change; they alter, either by increase or decrease, the charges of the warehousemen. It is felt, in the case of where a charge must be shown or the warehouseman lose his lien, that unless the terms and conditions so increasing or decreasing the charge are within the receipt, the lien for the increase will be lost."

To the right is shown a portion of the reverse side of the negotiable form of receipt as recommended, indicating where the terms and conditions would be printed—that is, taking up the lowest one-third of the document. Printers have advised the receipts committee that the terms and conditions—together with other text as recommended by the committee—could be placed on the reverse so that all text would be legible, notwithstanding that there are twenty-six articles in the terms and conditions.

On the reverse side of the non-negotiable receipt as recommended, the terms and conditions would begin at the top and would occupy the entire space. The terms and conditions would be placed also on the reverse side of both the negotiable and non-negotiable form of receipt for merchandise stored under the customs regulations—that is, for goods in bond.

The desirability for revising the standard terms and conditions as they existed in 1920 was outlined at St. Louis by J. Edward Lee, Currier-Lee Warehouse Co., Chicago, as chairman of the A. W. A. committee on uniformity of methods and practices.

In 1920 the rules and regulations, as the terms and conditions were then called, numbered thirty-five, as against twenty-six recommended by the Central Warehousemen's Club and twenty-two by the Illinois Association of Warehousemen. Mr. Lee pointed out, adding:

"It is true that in a couple of instances one of the Central's rules embraced two of the American's, but, allowing for that, it is quite obvious that there was quite a difference as to the conditions under which we received goods for storage in different sections."

Comparing the American's 1920 "rules and regulations" and the terms and conditions of the Central and Illinois associations, Mr. Lee pointed out that both the American and the Illinois had a rule bearing on excess deliveries but the Central was silent on that point. He continued:

"Rule 13 [1920] of the A. W. A. reads: 'A charge will be made for an excessive number of deliveries from one lot.' Just what was meant by excessive was not explained but was left for the shippers to guess at; while as to the warehouseman, he would probably be guided by his conscience and how badly he needed the business."

(Note: The old rule 13 is not in the revised terms and conditions; the situation set forth is covered in Article 4.)

Mr. Lee continued:

"Rule 7 of the Illinois association reads as follows: 'Handling rates listed herein permit one delivery without extra charge for each ton of goods received under one lot number. When the total

Endorse here

|

The goods mentioned below are hereby released from this receipt for delivery from warehouse. Any unreleased balance of the goods, is subject to a lien for unpaid charges and advances on the released portion.

DATE		QUANTITY RELEASED		SIGNATURE	Quantity Due on Receipt

Terms and Conditions (to be inserted when Warehouse publishes no tariff to which reference can be made in this space.)

Reverse side of standard form of negotiable warehouse receipt, showing where terms and conditions would be placed. On non-negotiable form, terms and conditions would begin at top

number of deliveries exceeds the total number of tons received in the lot, an extra charge of twenty-five cents will be made for each excess delivery, except on shipping accounts when deliveries are made to lighters, trap cars, universal freight stations or by warehouse teams. When goods are rated by size, sixty cubic feet shall be considered as the equivalent of one ton.'

"On some storage accounts this is an item of considerable importance, as it is not an unusual thing to find that out of some carloads of merchandise as many as upwards of one hundred deliveries are required to complete full delivery on one car. During the past week one Chicago house lost a valuable account for this reason alone; the warehouse which took the account away is new in the business, not a member of the Illinois association, and is making no charge for this excessive service."

Mr. Lee alluded to the A. W. A.'s 1920 rule 19, which read: "Distribution charges cover the checking out and delivery of goods at car, within the time specified by the warehouse. Previous to the unloading, notice shall be given stating the number of packages wanted, brands, sizes, etc., and to whom they are to be delivered. The charge for distribution is additional to the car unloading."

Neither the Central nor the Illinois has any term bearing on this situation, Mr. Lee said, but it was embodied in the tariffs of many of the eastern warehousemen. He added:

"With the Chicago warehousemen the correct charge to be made on a pool car for distribution is still a riddle. Eastern warehouses would make a charge for

unloading a car and then another charge, according to that rule, for making the delivery. In Chicago but one charge is assessed, which is the regular handling charge for in and out. . . . We have all apparently agreed that a pool car for distribution is technically a car the contents of which all have been sold and are ready for distribution and on which we have a complete manifest, it being understood that all goods are to be removed within the forty-eight-hour limit. This is a subject requiring our careful consideration and one in which there is pronounced difference of opinion, based principally upon the facilities at our command."

(Note: The old rule 19 of the A. W. A. is not contained in the revised terms and conditions.)

Mr. Lee alluded to the 1920 rule 20 of the A. W. A., which read: "Drayage charges cover ordinary cartage of goods and delivery at platform or sidewalk. When delivery is required in basement or at upper floors or other inconvenient places, an extra charge will be made."

Pointing out that both the Central and the Illinois are silent on this subject, Mr. Lee explained that the Illinois "has always maintained that drayage, while closely connected with warehousing, was not a part of it; in this it appears that they are substantiated from the fact that it is perfectly feasible to operate a merchandise warehouse without the possession of either teams or trucks."

(Note: The old rule 20 has been eliminated from the revised terms and conditions. If a warehouseman desired to incorporate it, his procedure would be to make it a sub-division—lettering it *a*

(Concluded on page 53)

A Grand Jury, Indicting, Says:

A Warehouseman Should Know Contents of All Packages He Stores

Is the Jury Right?

Here's the Problem, Mr. Warehouseman—What Would You Have Done?

"WE had a good customer engaged in the auto freight business. He has thrown considerable business our way and we have had business dealings with him off and on almost continuously for a period of fifteen months. We were personally acquainted with this man prior to that time.

"He called on us and made arrangements for the storage of a shipment of household goods and miscellaneous merchandise, telling us that it was from a car placed on one of the railroad team tracks. The shipment was duly received and consisted of plain boxes with no marks of any kind on them. The goods remained in our possession about a week and were then removed by the same man who put them in.

"It turned out afterward that this shipment contained stolen goods, although there were no marks of any description on the boxes. We carried them on our books as 'household goods.' The owners of the goods subsequently found them and traced their movement to our warehouse. They instituted proceedings against all connected with the transaction. They included us and indicted the writer for conspiracy with the rest of the crowd who actually placed the goods in storage; the prosecutor making the point that it was our duty to know what was in these packages.

"The information we should like from you is—could you get opinions from two or three of your friends engaged in the warehouse business as to whether a warehouseman should open goods entrusted to his care? We never open a package of goods in our possession and have no means of determining what is in them. We don't think any of the first-class warehousemen do so."

YOU have read the problem here presented by a storage executive who has been indicted on a charge of conspiracy, the grand jury in the case holding that the defendant should have investigated the contents of the packages stored with him. The warehouseman who presents the problem to the industry through *Distribution & Warehousing* has subsequently written that "the district attorney, likewise the grand jury, apparently thought, and stated to us, that a warehouseman should at all times know what was in packages entrusted in his care."

Here is a situation vital to warehousing—when a grand jury indicts under the circumstances set forth in the foregoing problem. It is in effect an indictment of a practice long recognized as good warehousing. The outcome of the trial of the warehouseman indicted will be looked forward to closely by the industry.

Complying with the defendant's request that this problem be passed on to other warehousemen, a copy of his letter was submitted to a number of merchandise and household goods storage executives high in the councils of three of the national associations of the industry—men experienced in warehousing and who are recognized as authorities on storage affairs—and they were asked to express their opinions as to whether a warehouseman should investigate the contents of goods placed in his care.

Visualizing the importance of the situation, every man replied. Their answers were emphatically that the warehouseman is not obliged to—and, in fact, *should not*—examine into goods stored with him, providing he has no reason to think they are stolen goods.

One sound suggestion is advanced—that the defendant hereafter protect himself by incorporating the phrase "said to contain" on his warehouse receipt. Opinion was expressed that the prosecuting attorney was wrong and that in the end the warehouseman under indictment would not be convicted. Here are some of the replies, printed in the order in which they were received:

Reply No. 1: "We would say that the warehouseman was not in any way liable to the owner of the goods, *unless* he had knowledge that they were stolen; or in some way, from the manner in which the shipment was tendered to him or the way the goods were packed or the marks erased or otherwise, a reasonably careful man would have been put upon inquiry.

"However, it should, on the facts stated, be impossible to fix any responsibility on him. All the same he may have to go to some expense in the matter of appearance and defence, and if the goods had been located by the owner while still in his warehouse, I presume that he could have taken them without paying any warehouse charges against them.

"The stand taken by the prosecutor as mentioned—that it was the duty of the warehouseman to know the contents of any package—is entirely wrong. A warehouseman is not required or supposed to know what is in packages tendered him for storage otherwise than as this may be apparent in ordinary handling. The only thing which could fix the responsibility or liability would be some knowledge of the unlawful character of the bailment."

Reply No. 2: "In the first place, we would suggest that this warehouse company in the future protect themselves on any warehouse receipt they may issue with the expression 'Said to contain.' This expression is now universally used by all warehouse companies whether they handle household goods, cold storage or general merchandise, and it is rather dangerous to definitely describe the contents of any packages a public warehouse company receives.

"It is not the duty of a public warehouse to examine packages or boxes they might receive from any source for storage, and in fact they should not under any condition open goods entrusted to their care unless specifically instructed to do so or unless their suspicions are aroused as to the contents.

"The prosecuting attorney in this particular case takes the only course possible by including all parties connected with this transaction in his indictment,

but this does not necessarily mean that the warehouse company will suffer. The warehouse company in question is an innocent party in this transaction, but it will be necessary for them to enter a plea in the case and request to be dismissed from the suit, for, no doubt, they can very easily prove that they were entirely innocent of the whole transaction and the Court will doubtless realize their position.

"Their contention that it is not the duty or custom of warehousemen to open packages entrusted to their care is well taken and is the universal custom of all warehousemen.

"About the only loss the warehouse company can suffer, so far as I see it, would be the loss of storage on the particular packages. But by all means pass the word along to them to use the expression 'Said to contain' or 'Contents unknown.' A great many household goods men describe such packages as 'Trunks and contents' or 'Boxes and contents.' They had no particular reason for carrying these boxes on their records as 'household goods,' for they did not know what they contained and should not have used this expression."

Reply No. 3: "It is our understanding that a warehouseman has no right to open any piece, package or container deposited in his care, except upon the following conditions:

"Upon receipt of order from the owner; to make an inventory of contents prior to sale, if charges are unpaid; or if he has adequate reason to believe that the con-

tents may be of such a character as to be hazardous.

"From the information submitted in your question, the warehouseman who took the goods, alleged to have been stolen, had no reason whatever to suspect that they were stolen property, and he, of course, had no reason nor excuse for opening boxes. Under the circumstances, we do not believe that any fair nor just prosecution can be brought against him, but anybody can bring suit and the warehouseman undoubtedly will be put to the expense and annoyance of defending himself.

"It is the danger of such personal prosecution which leads our company to incorporate, as such incorporation ordinarily makes the officers of such incorporation immune from personal prosecution. While we never had any unpleasantness of this character, nor even a suit brought against us, there is always such a possibility."

Reply No. 4: "It hardly seems possible to the writer that the prosecuting attorney would not in any way question the activities of a responsible warehouseman in connection with the transaction as outlined in the questionnaire. It would clearly seem that the warehouseman in question should have had no difficulty in substantiating clearly his connection in the transaction and it seems to me that his reputation in the community would be one of the convincing facts eliminating him from connection with a misdemeanor.

"It is not customary for warehousemen to open contents of packages and in

case there is any suspicion that the goods were stolen it is clearly the warehouseman's duty to report the matter to the proper authorities for investigation, and if the warehouseman had any suspicion that his client was at all dishonest he should have had each case properly sealed so that there could be no question as to the goods being tampered with while in his possession.

"The rapidity with which merchandise and household goods as well have to be handled through warehouses would make it prohibitive to conduct an investigation in each case. I believe that a warehouseman would be clearly within his rights if he did inspect property where there was any evidence of suspicion.

"During the war, you will remember, warehousemen were all on the lookout for suspicious looking packages which might contain dynamite or other explosives.

"I think the case in question is clearly one for the warehouseman to produce the facts and if he can show a clear hand he certainly need have no fear of the strong arm of the law."

The problem was presented at the monthly meeting of one of the larger warehouse associations and was discussed. The consensus of opinion was that under the circumstances set forth the warehouseman did right not to open the packages. Such expressions were voiced as "The warehouseman has no business to open the package" and "if he opens it he is liable." The warehousemen present said it was not their practice to open packages for inspection.

THIS WAREHOUSE IS A BANK

An Advertising Idea

By JOHN L. MEYER

WHAT is the difference between a bank and a storage warehouse, in essentials? None at all, fundamentally. Then why not capitalize this fact, Mr. Warehouseman?

Banks have a high standing in their communities, because of the service they perform, and PARTICULARLY because they have presented this service properly and effectively to the public knowledge.

Warehouses and storages, in many instances performing an even more valuable and efficient service—which is being recognized by the banks these days, in handling warehouse paper—have unquestionably neglected to present their business and functions to the public in the manner deserving, or to the extent of having actually secured the public recognition they should have.

Milwaukee, Wisconsin, claims an exception to the general situation in this regard.

Behind this "exception" are thoughts such as expressed in the foregoing paragraphs. The idea and the exception—just as every business development is usually the "lengthened shadow of a man"—are reflected by Guido J. Hansen, president of the Hansen Storage Co., 134 Jefferson Street.

A lot of storers in Milwaukee are

now referring to the Hansen storages as the "bank," and the quotation mark flavor of the word, so used, is being evaporated with surprising rapidity. It will not be long before these customers or potential customers will have made the appellation perfectly natural, the way things look.

Mr. Hansen got the idea across during the past few months with advertising in the Milwaukee papers. It permeated first into the personnel of the plant—and not accidentally, either. "The boys" began to talk about "the bank."

Typical of the advertising used to effect this valuable consideration and recognition of the true worth and function of a warehouse, are the following excerpts culled from advertising text, most of which was run in the form of "readers," with "feature story" headlines:

"(Bill) writes a letter to the home folks telling about certain things he saw in the big town of Milwaukee, to wit:) 'I'm going to call it a bank. It is the biggest bank I ever saw. It has depositors in every land under the sun. And when they deposit, it often is a whole shipload, or a trainload.

"It is some bank! There's a president

and vice-president, cashier, tellers, bookkeepers, janitors, and everything.

"When anyone wants to make a deposit, he can phone and have a 'taxi' sent after it. The bank has its own 'taxis.'

"It has big capital stock, charges 'interest' and pays 'dividends.' It has an absolutely tip-top standing. How do I know? There are hundreds of big, rich manufacturers and producers who send their deposits here by the hundreds of thousands of dollars' worth, and trust this bank to take care of them.

"These deposits are merchandise, foods, manufactured articles, products of fields and factories all over the world. This bank accepts shipload deposits from Hong Kong. The owner tells the bank to hold the goods here for him, subject to his 'check.'

"There is a room in this bank where they keep the deposits that might freeze, warm. Canned fruits, medicines, storage batteries, autos and mineral waters are among the deposits kept there.

"Some depositors keep the same amount there all the time. Hotels send their winter furnishings there in summer and summer outfits for the winter."

The advertisements, of course, frequently referred to the "name of this bank," the Hansen Storage Co.

EDITOR'S PAGE

Back the A. W. A. Budget!

THERE are many "big fellows" in warehousing who started business as "little fellows" and one of the reasons for their expansion was the good they got out of their membership affiliation with the American Warehousemen's Association in the formative days of that organization's life. Contact and discussions with their fellow storage executives taught them new and more scientific ways of conducting their plants; without that contact and those discussions the majority of them might still be "little fellows" to-day.

The plan which the national association's budget committee presented at the St. Louis convention should accordingly be supported. For some of the "big fellows" it will mean higher assessment—but the business success of those "big fellows" is due in part to progressive ideas which have been advanced at previous conventions. There are hundreds of "little fellows" in the smaller cities throughout the country who constitute good membership timber, and dues set for them as low as \$35, with privileges granted to them equally with the warehouse companies which would have to pay \$250 annually, might be sufficiently inducive to attract them into the association. The association must grow if it is to do the big things it aspires to do; the growth must come largely through affiliation by the "little fellows" . . . who after all are "the big fellows" of to-morrow.

It is only proper that the larger warehouse companies should pay more than the smaller ones. That is the budget basis upon which all successful national trade associations are built. As the smaller companies expand through adoption of the good ideas which the association is offering, they in turn will be willing to be assessed for proportionately increased amounts.

Under the budget plan suggested at St. Louis many of the smaller companies would be obliged to pay \$15 less each year than they turn in to-day. For the average member the assessment would be only slightly more than at present. The most that the largest companies would pay is \$250. And the larger companies have learned, from experience, that a membership is worth many times that amount.

S. G. Spear, treasurer of the Terminal Wharf and Railroad Warehouse Co., Boston, and W. E. Halm, president of the New York Dock Co., set at St. Louis an example which all the larger companies should follow. Mr. Spear and Mr. Halm, representing firms in the "big fellow" class, each endorsed the budget plan notwithstanding that it would mean the paying of five times the dues they now pay.

It is essential to the successful conduct of the American Warehousemen's Association that all its members approve the budget committee's proposal.

A Precedent

ONE departure from old ways was the manner in which stories regarding the American Warehousemen's Association convention proceedings at St. Louis were "placed" in the newspapers of St. Louis and elsewhere.

When the men of any industry come from all parts of the United States to a designated city to discuss problems of common interest they create a situation which is of interest to the public. What is of interest to the public is of interest to the public press.

Just as men promote their own business affairs through conventions, so may the industry with which those men are identified promote its affairs in a larger way by calling public attention to their conventions.

In the past, no effort has been made by warehousing to capitalize its conventions in the public mind. Opportunities to do so were there, but they were ignored; or perhaps the potential value of such opportunities was not given consideration.

Industries which are nationally known have secured their recognition partly through co-operating with the newspapers while conventions were being held. Year after year in city after city constructive publicity has been sought and obtained through the newspapers, and gradually the public has come to know what are the motives, ideals and achievements of the associations of various in-

dustries. It was a slow educating process, but the leaders of those industries knew that it was all worth while and that the public reaction was favorable.

A great many things took place at St. Louis which were of public interest. President Harding, Secretary Hoover and General Dawes sent messages; the industry replied to a statement from Federal sources that cold storage interests were boosting egg prices; unfair competition of Army bases was opposed in a resolution; reasonable Federal cold storage legislation was indorsed; a standard warehouse receipt was recommended, so that the sanction of the American Bankers' Association could be obtained; men nationally known addressed the banquet.

All these and kindred subjects were of public interest and therefore "copy" for the editorial grist mills.

It augurs well for the future of the storage industry that the public relations committee of the American Warehousemen's Association visualized the possibilities of the situation. There was much to tell the public and the public was told in the right way. The people of St. Louis know a little bit more about the warehouse business than they did prior to last December. Next year it will be time to tell the people of New York, or Cleveland, or wherever the next convention is to be held.

A precedent was set at St. Louis. Warehousing will benefit if the example is followed in the years to come.

**"I'll tell the world!"—and—
The storage industry did!**

How

Publicity for Warehousing

Was Obtained for the Conventions at St. Louis—the Machinery Was Set Up in Advance and Newspapers Throughout the Country Published Columns of "Copy"

IT can be done. It was done at St. Louis. The greatest of all warehousing gatherings, the one held early in December in the Missouri city, received many columns of publicity not only in St. Louis newspapers but in the press throughout the country.

This was the first time in the history of the industry that warehousing made an organized effort to place its convention story before the people, and it was an effort which resulted successfully. Hitherto at national conventions, newspaper reporters assigned by local morning and evening papers to "cover" the meetings had been turned away.

At St. Louis the industry righted about face. Instead

of discouraging approaches by reporters, the local newspaper men were "fed" with story after story regarding convention happenings, and scarcely an evening or morning edition went to press that did not contain from several "sticks" to more than a column of "copy" regarding what was going on.

The convention leaders did more than await passively the arrival of reporters.

They took the initiative, several weeks in advance of the convention, and sought publicity.

The publicity that resulted was constructive. The things the public ought to know, the public was told. Contrast this with conventions in past years.

WHEN a reporter is assigned by his city editor to get out after a story, he comes back with *some kind of a story*—if he wants to hold his job. If he can't get the *right* information, he gets whatever his ingenuity and enterprise enable him to dig up. From the viewpoint of the trade which is holding the convention, his story may be correct or it may be incorrect. If it is incorrect, it is harmful to that trade.

Why run the risk of publication of stories which may have an unfavorable reaction to warehousing *when it is possible to obtain a reaction which is favorable?*

That was the thought in the minds of the men who engineered the publicity machinery at St. Louis. There had been discussion, for some months, that the people needed education regarding warehousing—that the public held many misapprehensions, wrong impressions, regarding the industry; and accordingly that telling the public the right things in the right way would be beneficial.

Obviously there must be a starting point—and St. Louis was made the starting point. How successfully, may be judged by examining the headlines and stories reproduced on the "lay out" on the opposite page. The texts shown there are only a few of those which appeared in the newspapers of St. Louis; there were others, and many more, briefer ones, published in newspapers from Coast to Coast.

How was it done? Inasmuch as a precedent was established—that is, a precedent for the storage industry—men identified with warehousing but unaccus-

tomed to methods of dealing with the press, will be interested in knowing how warehousing "put it over" at St. Louis.

There are various ways of "putting it over." When the Chamber of Commerce of the United States held its convention

"PUTTING IT OVER"

IN warehousing there is a great ideal which is of "news interest." When warehousing holds a convention, the local press considers it "news." The industry which co-operates with the local press is benefited by the publication of "copy" which is constructive—but the industry which does not co-operate, but instead endeavors to obstruct or limit the activities of the reporters assigned to "cover" the meetings, is harmed by the publication of stories which are inaccurate.

At St. Louis, warehousing co-operated—and was benefited. How and why is here told.

at Atlantic City last year, the program was, of course, prepared long in advance. Every man on the program brought with him an extra copy of his report or his speech. These reports and speeches were turned over to the publicity committee. In the rear of the convention hall, half a dozen mimeograph machines were waiting. Hundreds of copies of all reports and

speeches were run off; that many were needed because so many newspaper men and business paper representatives were present. One copy, and more if asked for, was turned over to every newspaper man and business paper editor "covering" the convention.

When speakers were quoted in newspapers and business publications, *they were quoted correctly*. No garbled reports were published. The publicity machinery of the Chamber of Commerce manufactured not only publicity—it manufactured accuracy, and accuracy is an essential part of the right kind of publicity.

Attending the Chamber of Commerce meeting were two members of the public relations committee of the American Warehousemen's Association—L. T. Crutcher, Kansas City, chairman, and Alton H. Greeley, Cleveland. They observed how publicity was turned out at Atlantic City. They realized that the machinery was too elaborate for the American Warehousemen's Association to set up at St. Louis, but they knew it was a step in the right direction.

Borrowing upon what was done by the Chamber of Commerce, the speakers for the St. Louis convention were asked to mail in advance, or bring with them, extra copies of their talks and reports. Not all of these reached the hands of the public relations committee, but many of them did. Arrangements were made with Frank E. Turin, director of publicity of the Convention Publicity and Tourists Bureau of the city of St. Louis, to handle the reports made available to the committee. Mr. Turin's staff comprises for-

XUM

—that is national news. Warehousemen deny cornering foodstuffs, a reply to Secretary of Labor Davis's charge that cold storage interests were boosting egg prices—that is national news. All these stories, in brief form, The Associated Press sent broadcast. It brought the American Warehousemen's Association to the public's attention, in a constructive and helpful way. The fact that the Missouri warehousemen organized a State association was news to every newspaper in Missouri, when an A. P. story reached them on the A. P.'s "State wire." Other stories went similarly all over the country. For warehousing it had never been done before.

When the evening banquet was held, another novelty for A. W. A. affairs was introduced. A press table was arranged

for, not far from the speaker's table so that the newspapermen could hear clearly everything that was said. Herbert Corey, international correspondent, was coming, fresh from the limitation of armaments conference at Washington. The A. W. A. must have believed he would have something interesting to say, or he would not have been invited. If it was to be interesting for them, it would be interesting for the public generally.

So for the first time at an A. W. A. banquet a press table was set up. The newspaper men who had been "covering" the convention were there. Mr. Corey did say something of interest—something which had a news value; see two of the stories reproduced. True, those stories were about what Herbert Corey said—but warehousing capitalized his

presence there by getting a few columns of front page space in which the A. W. A. figured prominently.

The cost of getting all this legitimate publicity was almost nil. The convention bureau is financed by St. Louis interests and charged nothing for handling the speeches. The local newspapers and The Associated Press were glad to have material that was news, and were grateful to have it furnished to them with minimum effort. The only expense attached to the public relations committee's efforts were the buying of banquet tickets for the men who sat at the press table, and an extra day or two in town in advance of the convention, by several of the committee's members, so that they could get acquainted with the newspaper men assigned to report the proceedings.

Statistics on Size of Lots of Household Goods*

By Clarence A. Aspinwall

President, Security Storage Co., Washington, D. C.

I AM presenting some statistics which have been gathered from the records of four large household goods depositories in four large cities. These statistics I have tabulated and analyzed somewhat. They should be of considerable value to anyone planning a warehouse or an addition, as they will be a guide in determining the size and number of rooms or subdivisions. They will be of assistance also in determining the size of vehicle best adapted to the household goods storage business. In the tabulation the standard van of 450 to 480 cubic feet is used. These figures will speak for themselves, so that only brief comment is necessary.

It is probable that an even greater number of lots than the figures indicate could have been handled in the standard van of 450 to 480 cubic feet capacity for the reason that the tailgates can be, and frequently are, used when there is a little more than would go in the van, so that it is probably fair to say that not less than 75 per cent of all the lots (eliminating lots of fewer than six pieces) that come into storage in those four representative warehouses could each have been carried in one van of this size.

The figures are representative enough to carry the inference that they would not be far from the figures that would be found in any warehouse anywhere. The greatest difference is in regard to one to five-piece lots, and the two warehouses which would have the greatest number of these are old established centrally-located warehouses in two eastern cities where a trunk storage business would most naturally follow.

One warehouseman wrote in answer to a request for similar statistics on his warehouse that:

"I regret that our records are not in shape to give you this information accurately but if your work of investigation would stretch over into the fall I would undoubtedly be able to get the actual figures from our books. In any event I would be very pleased to receive the results of your investigation.

"It may be of interest for you to know that the figures you published some years ago, giving the comparative list of cubical contents of the various lots coming to your warehouses, influenced me greatly in keeping down the size of the bodies on the motor vans that this company was in the process of installing. The company at that time brought out a motor van having a capacity of 1,100 cubic feet and immediately there was a great rush among the different men engaged in that line of business to do the same thing. While the matter was under

consideration by our company I was fortunate in coming upon your figures, which were published in one of the periodicals, showing that in a vast majority of cases the average lot hauled to storage was 500 cubic feet or less and that a motor truck with a body having the capacity of 750 cubic feet would be ample for almost any kind of average work.

"As a result of your information our better judgment prevailed and this company now has no motor van having a greater capacity than 750 cubic feet."

The figures from Pittsburgh were given in dollars per month rather than cubic feet and it may be that they are not as nearly accurate as the others, due to error in attempting to translate dollars into loads. The greatest difference appears to be in that an unusual number of two-load lots were handled there—very much more in proportion than in the other cities.

It is interesting to note how these figures compare with a compilation made by the writer about eight years ago, which are given below the 1921 compilation.

1921				
Size of Lot	Washington	New York	Los Angeles	Pittsburgh
1 to 5 pieces	1,631	2,689	535	168
1/4 to 1/2 load	716	900	507	163
1/2 to 1 load	573	940	454	308
Over 1 to 2 loads	246	651	175	217
Over 2 to 3 loads	87	237	50	76
Over 3 to 4 loads	58	105	17	27
Over 4 to 5 loads	19	47	9	11
Over 5 to 6 loads	17	34	2	3
Over 6 to 7 loads	3	11	1	2
Over 7 to 8 loads	4	9
Over 8 to 9 loads	8	4	...	4
Over 9 loads	4	19

N. B.—Loads are the standard New York size, 460 to 480 cubic feet. Excluding piece lots (1 to 5 pieces) the percentage of total lots on storage which were in size one vanload or less is as follows:

New York City	62.23 per cent
Pittsburgh	58.07 per cent
Los Angeles	79.09 per cent
Washington	74.29 per cent

1913		
Out of 3,986 Lots Handled:		
1/4 to 1/2 load	1,589 = 40	per cent
1/2 to 1 load	778 = 19 1/2	per cent
1 vanload	523 = 13	per cent
1 vanload or less	72 1/2	per cent
1 to 1 1/2 load	272 = 7	per cent
1 1/2 to 2 loads	169 = 4 1/2	per cent
2 loads	211 = 5	per cent
	16 1/2	per cent
Over 2 loads	443 = 11	per cent

*Paper read at St. Louis convention of American Warehousemen's Association.

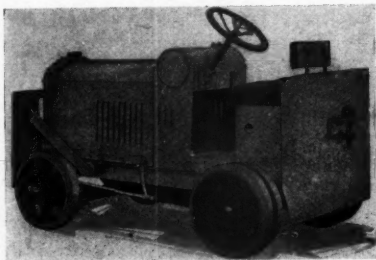
EQUIPMENT

NEWS AND REVIEWS

THE TOWMOTOR TRUCK: A NEW GASOLINE TYPE

AMONG industrial trucks, electric and gasoline-driven types each offers certain advantages; neither has a monopoly of all the merits and both are worth considering for use in and around warehouses.

A new gasoline type called the Towmotor has been placed on the market by the Towmotor Co., Cleveland. Installations of this machine include that of the American Dock and Pouch Terminals, as



The Towmotor

described by A. B. Pouch, president of the companies, in the November *Distribution & Warehousing*; at the Pouch properties eighteen Towmotors have been placed in operation, each hauling five or six trailers, transferring fifteen to twenty tons at one time with a single operator and saving the expense of six horses and drivers.

The Towmotor is mounted on 22-in. (overall) wheels, shod with rubber tires (single in front and twin at the rear), the engine being rated at 22.5 hp., but being capable of delivering 40 hp. at 2000 r.p.m. Its length overall is 7 ft. 6 in., and its overall width is 4 ft. 5 in. It has a turning radius of 10 ft., and is able to travel at all speeds up to 15 m.p.h., and, of course, is able to be reversed. Its wheelbase is 4 ft. 10 in., and its track 3 ft. 8 in. It is able easily

to be operated along 7 ft. passageways. It is controlled entirely according to automobile practice, the steering column being placed on the left side of the vehicle, with the gear and brake levers brought to a central position. It is claimed to be able to pull, under average conditions, a trailing load of from 10 to 15 tons, but the torque of the motor and the drive ratios furnish a draw-bar capacity which is approximately three times the tractive capacity of the tires. By means of special hooking up and traction arrangements, a considerably large percentage of the reserve torque of the motor can be utilized in exceptional cases.

The engine is 4-cylindere, 3 $\frac{1}{2}$ -in. bore by 5 $\frac{1}{2}$ -in. stroke, with movable cylinder heads and overhead valves. It has large bearing surfaces throughout and is designed especially for heavy duty pulling, having a high torque and an abundance of flexibility. It can be governed to run at a speed of from 1000 r.p.m. to 2000 r.p.m., according to local conditions.

The mechanism is mounted in a frame 4 $\frac{1}{2}$ in. channel section, the axles being spring-mounted and heavy steel bumpers being fitted at front and rear and carried to full width of chassis, to protect vital parts in event of collision and to be strong enough to be used when moving conveyors through a pushing operation.

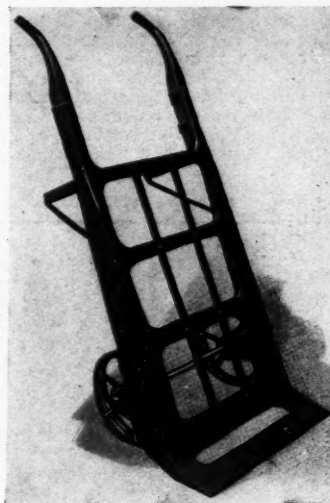
The gasoline tank holds nine gallons, and is mounted between the engine and the steering column, and high up, so as to feed by gravity to the carbureter.

Chicago's Electric Garage

A MODERN equipped electric garage for the accommodation of electric trucks and vehicles has been opened in Twenty-fifth Street, Chicago, by the Electric Storage Battery Co. The garage is large enough to accommodate forty trucks and will be for the exclusive electric. The company manufactures Exide batteries but all electric will be accorded service regardless of the makes of battery. Forty charging circuits are on the

switchboard, allowing each car its individual circuit. For boosting at high rates, two circuits with a capacity of 300 amperes also have been installed. The garage covers 10,000 square feet, is well lighted, and conforms to the requirements of a modern electric garage.

SHARON COMPANY'S NEW WAREHOUSE HAND TRUCK



Sharon "Blue Nose" hand truck

AN all-steel hand truck, the "Sharon Bluenose," for use in warehouses, freight stations, etc., is announced by the Sharon Pressed Steel Co., Sharon, Pa., and New York. This piece of equipment takes its name from the fact that the nose, which is optionally either square or round, is blue.

Except for wheels and handles the "Bluenose" is constructed of steel throughout. The wheel lugs are a part of the frame and support the axle at four points instead of two as is customary. The wheels are placed wide apart and are so housed within the frame as to protect themselves as well as merchandise. The truck is produced with either straight cross bars for general use or depressed cross bars for barrels, etc.; the wood handles may be either straight or curved, long or short, as purchaser desires; and wheels may be ordered which, malleable iron, may have either plain or roller bearings. Dimensions for the two models, HT-100 and HT-102, are respectively:

Length overall, 54 and 64 $\frac{1}{2}$ in.; height, 10 $\frac{1}{2}$ and 13 in.; width at nose, 18 $\frac{1}{2}$ and 23 $\frac{1}{2}$ in.; width at handles, 21 and 23 in.; length at nose, 4 $\frac{1}{2}$ and 5 $\frac{1}{2}$ in.;



Garage opened in Chicago for electric motor trucks and cars

weight, 65 to 120 lb.; and wheels, 9 in. diameter by 2 in. face, and 12 in. diameter by 2 in. face.

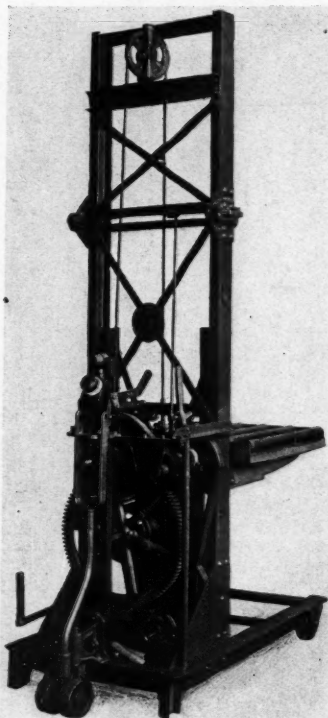
"LITTLE LIFTER"

THE "Little-Lifter," a new design of the Economy portable elevator or tiering machine, is announced by the Economy Engineering Co., Chicago and New York. It is operated from the ordinary lighting circuit, it being necessary only to attach the cord to the lamp socket.

Equipped with a 1/3 horse-power motor, the current consumption of the "Little-Lifter" for the machine's rated capacities—which range from 500 to 1000 lbs.—is within the 660 watts allowed on the average lighting circuit. The machine is designed to meet all the requirements of the Underwriters in this respect.

In addition to being motor driven, the "Little-Lifter" can be operated by hand at all times, thus giving a combination of two machines in one.

The chief feature of appeal to the average user of tiering equipment is that no extra wiring is required for operation; the "Little-Lifter" is made so that it can be used as a power-driven machine wherever electric light is available. Where current is not convenient, the machine can be hand-operated.

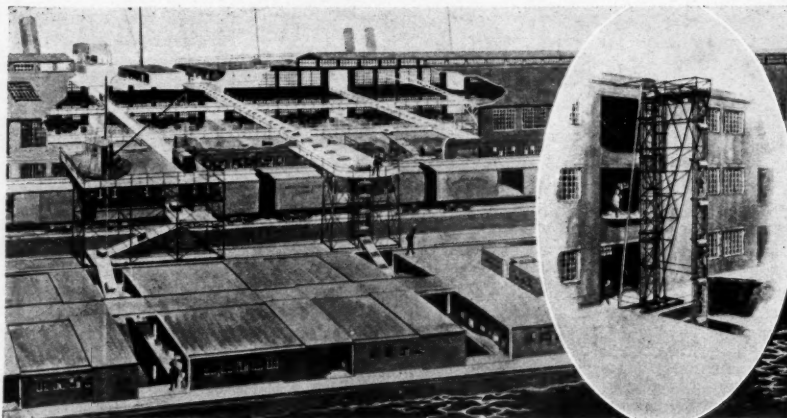


This is the "Little Lifter"

Of particular interest to present users of the Economy hand-power machines is the fact that such pieces of equipment can be rebuilt into "Little-Lifters" at a very reasonable charge.

Platform speeds of the new machine are 12 ft. per minute for the 500-lb., 10 ft. per minute for the 750-lb., and 7 ft. per minute for the 1000-lb. capacity types. An adjustable stop-device auto-

Leary Conveyor System



When goods must be removed from one means of transportation to another

matically limits the platform travel to any height desired. The platform cannot overtravel the top. A gravity hand-brake allows the platform to be lowered as fast or slow as desired. The load is held at any point of ascent or descent. The platform cannot fall or get out of the operator's control.

CONVEYOR SYSTEM FOR WAREHOUSE OR TERMINAL

THE W. J. Leary Engineering Co., Chicago, announces it is prepared to furnish estimates covering complete installations of its conveyor systems for warehouses, rail and water terminals, freight houses, etc. To move freight such as is shipped bags, barrels or boxes, and to facilitate necessary handling where goods must be moved from one means of transportation to another, a system to meet warehouse requirements has been worked out, it is stated, similar in principle to the rail and water terminal conveyor system illustrated herewith. The announcement adds:

"The change-direction units are made with either automatic or selective control. With automatic control a package placed upon the conveyor can be routed to any desired point of the system without further attention. A second package may just as readily be diverted to quite another point. All succeeding packages will follow the second until a third destination is selected. With the electric control each unit is electrically operated from a central point or manually at each turn as desired.

"For outgoing freight, provision is made in the conveyor itself for automatically weighing packages, to determine charges. The package placed upon the conveyor is weighed without stoppage and continues upon its journey to its destined place."

A test section or unit may be installed as a tryout of anyone of the systems. Demonstrations may be witnessed at 222 North Michigan Avenue, Chicago.

Commerce Truck Prices

DETROIT, Jan. 3—The Commerce Motor Car Co. announces prices of its new trucks as follows:

1½ ton (pneumatic equipped), \$1,450; 1½ ton, \$1,695; 1½ ton (pneumatic

equipped), \$1,800; 2 ton, \$1,995; 2 ton (pneumatic equipped), \$2,150; 2½ ton, \$2,150; 2½ ton (pneumatic equipped), \$2,495.

Monroe Calculating Machine

A NEW model calculating machine, in three sizes—20, 16 and 12-place capacities—supplying a wide range for every figuring need, was placed on exhibition at the recent New York Business Show by the Monroe Calculating Machine Co., New York. With light keyboard touch and easy crank turn, the machine is equipped with a one-stop operating crank or removable type; together with a dial clear-out, carriage being raised and the dials cleared simultaneously. Repeat and non-repeat keys are conveniently located at right of keyboard, one being released automatically with the depressing of the other. The machine is built to show lines of symmetry and beauty, with machine and carriage cases of aluminum, with background under the keys enameled green.

New Dort Truck

FLINT, MICH., Jan. 3—The Dort Motor Car Co. has added to its line a commercial car which will be placed on the passenger car chassis with heavier springs.

The new model is built to carry 1000 pounds and is offered as a chassis with lamps, lamp brackets, front fenders, running boards, radiator, hood, windshield, seat frame, cowl board and body to rear of front seat at \$685; with driver's cab and curtains added, \$715; with cab, curtains and all-steel express body, \$780; and with cab, curtains, express body and canopy top for \$825, all f.o.b. factory.

Organize to Make "Ash" Wheel

NEW YORK, Jan. 10—American Car & Foundry Co. has organized an automotive wheel division for the manufacture of disk and wire wheels for passenger cars, and a line of wheels for trucks, in the Russell Avenue plant, Detroit. The wheels are the design of C. S. Ash and will be known as Ash wheels.



Elwell-Parker electric tractor designed to haul trailers with loads totalling as much as 4000 lbs.—with one man on the job

Elwell-Parker Tractor

A THREE-WHEELED motor-operated tractor has been placed on the market by the Elwell-Parker Electric Co., Cleveland. The machine is designed to haul more than 4000 lbs. with one man in charge. The speed is 650 ft. per minute, or 7½ miles an hour, without load. The weight, ready to run, is 2350 lbs. The following table has been prepared to show the possibilities of this piece of equipment:

One Man With	Distance (ft.)	Time (min.)
9 bales hemp.....	1,000	3
6 carts fish.....	1,500	4
2000 lbs. castings.....	180	½
4½ rcils.....	600	2
8 carboys acid.....	500	1
20 crankshafts.....	300	1
2,000 lbs. nail.....	800	2
5,000 lbs. baggage.....	900	3

New Transport Trucks

MT. PLEASANT, MICH., Dec. 27.—The Transport Truck Co. will begin the year with a new line of specialized trucks at reduced prices, based on present costs. The company will feature six models, or two more than it has had previously. The line includes: model 15, "rapid transport," 1 ton, equipped with pneumatic tires, at \$1295; model 25, 1½ ton, at \$1495; model 35, 2 ton, \$1885; model 55, 3 ton, \$2385; model 60, 3½ ton, \$2585; model 75, 5 ton, \$3485. The old prices on transport models have been: 1 ton, \$1395; 1½ ton, \$1995; 2½ ton, \$2785; 3½ ton, \$3885.

The models 35, 55, 60 and 75 all are equipped with drive shaft brake, 4 speed transmission and electric lights, bumper, hubodometer and motometer.

Truck Developments

NEW YORK, Jan. 9—The Milburn Wagon Co. has resumed production of electric trucks which was suspended in 1917. Chassis for ½-ton and 1-ton models are being turned out. A complete line of bodies will be provided and purchasers will be given their option on a complete line of batteries as fitted to their needs.

DETROIT, Jan. 9—The General Motors Corp. truck plant at Pontiac has resumed production after the holiday inventory period. The schedule calls for

an output of twenty-five trucks a day, most of them to be of the lighter models.

SYRACUSE, N. Y., Jan. 3—The Sanford Motor Truck Co. is bringing out a 1½-ton truck equipped with electric starting and lighting, pneumatic cord tires and capable of sustaining a speed of twenty-five miles per hour.

HOLYOKE, MASS., Jan. 3—The Hampton Motor Truck Corp. has been organized with \$1,000,000 capital to engage in manufacturing 2-ton trucks. It plans to build only one model, to sell for about \$2,000 and to be ready for production in the spring.

MOTOR TRUCK PRICES NEAR PRE-WAR BASIS

Revival of interest in motor truck buying—a field which the manufacturer for a long time found stagnant—has brought about further reductions in prices. The truck makers have entered a period of keen competition and in some instances the new quotations are approaching or have reached pre-war levels. A number of reductions have been recorded in recent issues of *Distribution & Warehousing* and others are announced as follows:

Make	Capacity Tons	Old	Prices New
Autocar (Type F)	1½—2	\$2,300	\$1,950
Autocar (Type G)	1½—2	2,400	2,050
Autocar*	2	2,950
Autocar**	2	3,075
Autocar†	5	3,950
Autocar†	5	4,100
Corbitt	1	1,480
Corbitt	1½	2,200
Corbitt	2	2,600
Corbitt	2½	3,000
Corbitt	3	3,200
Corbitt	3½—4	3,800
Corbitt	5	4,500
Denby	¾—1¼	1,625	1,485
Denby	1½—2	2,300	2,145
Denby	2	2,600	2,395
Denby	2½—3	2,795
Denby	4	4,200	3,895
Denby	5	4,850	4,295
Denby	7	5,500	4,945
Elder	1	2,100	1,600
Elder	1½	2,000	2,000
Elder	2	2,750	2,400
Elder	2½	3,025	2,750
Elder	3½	3,750	3,150
Garford	1¼	2,090	1,990
Garford	2	3,190	2,750
Gen. Motors	2	3,000	2,775
Gen. Motors	3½	4,250	3,950
Gen. Motors	5	4,650	4,350

Make	Capacity Tons	Prices Old	New
Gramm-P'n'r	1½	\$2,050	\$1,900
Gramm-P'n'r	1½	2,725	2,500
Gramm-P'n'r	2	3,175	2,925
Gramm-P'n'r	3	3,275
Gramm-P'n'r	3½	4,375	4,225
Gramm-P'n'r	4	3,975
Gramm-P'n'r	5	5,275	4,895
Model 15	Model 65		
Maccar	1½	2,925	2,700
Maccar	3	3,650	3,400
Maccar	4	4,500	4,200
Maccar	5-6	5,000	4,950
Maxwell†	1½	1,332	932
Maxwell††	1½	1,785.50	1,385.50
Republic	1	1,695	1,395
Republic	1½-2	2,295	1,795
Republic	2½-3	2,795	2,195
Republic	3½-4	3,845	3,095
Selden	1½	2,360	2,250
Selden	2½-3½	3,425	3,250
Selden	3½-5	4,175	3,750
Selden	5-7	5,600	4,950
Standard	1-1½	1,800	1,600
Standard	2½-3	2,800	2,400
Standard	3½-4	3,600	3,200
Standard	5-7	5,250	4,400
Stewart	¾	1,395	1,195
Stewart	1	1,875	1,395
Stewart	1½	2,200	1,790
Stewart	2	2,800	2,090
Stewart	2½	2,950	2,290
Stewart	3½	3,850	3,090
Witt-Will	1½	2,750	2,250
Witt-Will	2½	3,250	2,750

*114-in. wheelbase. **128-in. wheelbase.
†120-in. wheelbase. ††120-in. wheelbase.
†Chassis. ††Fully equipped.

According to a recent analysis, prices were reduced on 298 models between Sept. 1, 1920, and Nov. 15, 1921. In the same period there were advances on 63 models ranging from \$875 to \$5. It is significant that the trend has been downward since Nov. 15.

While production in 1920 was well over the 300,000 mark, a conservative estimate covering 1921 places the total at about 200,000 trucks, the decrease being attributed partly to business conditions and partly to the fact that the Government threw a large number of Army trucks on the market. There are approximately 1,000,000 trucks operating in the United States to-day. Facilities exist for a production of 500,000 a year to meet possible demands.

New Ruggles Truck

A 2-ton truck is announced by the Ruggles Motor Truck Co., Saginaw, Mich. The new model weighs 3950 pounds and is powered with a 39 h.p. engine. Standard tire equipment is 34 by 5 non-skid cord in front, optional with 34 by 4 solid; rear 34 by 7 solid. Where all-pneumatic equipment is desired, the recommended sizes are front 36 by 6, rear 40 by 8. The standard wheelbase is 148 in. and the long wheelbase of 165 in. is delivered as a special order. The chassis length over all is 220 in., from dash to rear frame 170 in., width of frame 34 in., width over all 68 in. Distance from back of seat to rear of frame, 134 in.

Recommended Road Referendum

TRENTON, N. J., Jan. 6—Republican members of the New Jersey legislature have decided to recommend the passage of the bill which would place before the people of the State next fall a referendum on a bond issue for \$50,000,000 for an improved system of State highways.

ERRATA AND ADDENDA

To the 1922 Warehouse Directory

Which Was Published As Part of December, 1921, Issue of Distribution & Warehousing

IT is important that every owner of the 1922 Warehouse Directory should make corrections and insertions in the listings therein, as set forth below. In several instances companies were placed under wrong towns. Shippers and warehousemen both will have occasion to do business with those companies before the 1923 Directory is published next December, and the writing in of the necessary changes—get your clerk to do it now!—may avert unnecessary correspondence later. In one or two instances incorrect addresses appeared. A few new listings are given and these should be inserted on the proper pages. Several companies whose names are not starred—thus: ★—should have been starred, indicating the information in the listing was up to the minute; stars should be inserted with ink.

ERRATA

Page	Company	Correction	Page	Company	Correction
68	The United States Transfer & Storage Warehouse Co., Denver, Colo.	After company's name insert star: ★	192	Omaha Warehouse Co.	After company's name insert star: ★
75	The Terminal Storage Co. of the District of Columbia, Washington, D. C.	After company's name insert star: ★	192	Brooks Transfer & Storage Co. (Listed in error under York, Nev.)	This entire listing, including town of YORK, should be transferred to State of NEBRASKA.
78	L. C. Watkins & Co., Columbus, Ga.	After company's name insert star: ★	196	Knickerbocker Storage Warehouse Co., Newark.	Correct address should be 95 to 103 Arlington Street.
79	Adams Moving & Storage Co., Alton, Ill.	Eliminate company. Substitute Union Storage & Transfer Co., 322 State Street. (Companies now combined.)	196	Wm. H. A. Weber, Irvington, N. J.	Eliminate "Assoc: NJFWA."
87	Hollander Fireproof Warehouses, Chicago.	After company's name insert star: ★	200	The South Orange Storage Co., South Orange, N. J.	Eliminate "Assoc: NJFWA."
87	Jackson Express & Van Co., Chicago.	In address, insert "West" before "Madison."	200	Woodruff's Storage Warehouses, Westfield, N. J.	Eliminate "Assoc: NJFWA."
117	Winfield Transfer & Storage Co. (Listed in error under Wichita)	In front of company's name insert town: WINFIELD.	235	The Ballston Spa Refrigerating Storage Co., Schenectady, N. Y.	After company's name insert star: ★
120	"I. Smith" Storage, Packing & Transit Co., Louisville.	Correct name is Rochelle I. Smith Storage, Packing & Transit Co.	235	Neil F. Ryan, Schenectady, N. Y.	After company's name insert star: ★
123	Guy P. Bailey, Bangor, Me.	After company's name insert star: ★	245	The Canton Storage Co., Canton, O.	After company's name insert star: ★
135-136	I. N. Choate. (Listed in error under Fall River.)	Company should be listed under town FITCHBURG, which should be inserted on page 136.	249	Fireproof Storage Co., Cincinnati, O.	Eliminate "835 Hopkins." Correct address is 707-718 Oak Street.
152	Allen Storage Co., Flint, Mich.	Correct the address to read 610 Williams St.	280	The Toledo Terminal Warehouse Co., Toledo, O.	After company's name insert star: ★
158	W. H. "Buick" Storage Warehouse, Ludington, Mich.	Correct spelling is Buck.	319	Progressive Warehousing Co., Charleston, S. C.	After company's name insert star: ★
158	Flinn Bros. (Listed in error under Ludington, Mich.)	In front of company's name insert town: MARQUETTE.	334	Cunningham Transfer & Garage, Mineral "Falls," Tex.	Correct name of town is MINERAL WELLS.
168	Scorlock Transfer & Storage Co. (Listed in error under Boone.)	Company should be listed under town COLUMBIA, Mo.	334	J. Imhoff & Son, Porth Arthur, Tex.	After company's name insert star: ★
190	Green's Van & Storage. (Listed in error under Lincoln.)	Company's listing should be transferred to NORFOLK, Neb.	334	Scobey Fireproof Storage Co., San Antonio, Tex.	Change company's investment figures to read: \$250,000.
			348	Green Bay Transfer & Storage Co., Green Bay, Mich.	After company's name insert star: ★
			348	B. & B. Fireproof Storage Co., Janesville, Wis.	After company's name insert star: ★

ADDENDA

The following new or substituted listings should be inserted on the pages indicated:

Page 86, Chicago, Ill. (Substitute Listing)
Hamilton Park Warehouse ★ 7030-32 Parnell ave. Clyde L. Burtis, Prop. Est. 1899. Investment \$50,000. S.B. Whses: (HHG) above address, 10,000 sq. ft., semi-fireproof. (HHG) above address, 8,000 sq. ft., fireproof. Dist. Hhg pool cars. Transfers Hhg. Motor truck & team service. Assoc: NFWA. IFWA.

Page 113, Des Moines, Ia.
Motor Transportation Co., 113-115 W. 8th st. Transfers & stores HHG & PIANOS.

Page 136, Gloucester, Mass.
Gloucester Cold Storage & Warehouse ★ 89 Rogers st. Herbert E. Smith, Pres. Frank D. Low, Sec. William H. Thomas, Treas., Mgr. & Oper. Exec. Est. 1915. Inc. Investment \$90,000. S.B. Whses: No. 2 (CS), Rogers st., 19,240 sq. ft., sprinklered. No. 3 (CS), Rogers st., 21,196 sq. ft., fireproof. No. 1 (CS), waterfront rear of Rogers st., 18,092 sq. ft., sprinklered. Fish.

Page 180, Kansas City, Mo.
The Rhodes Implement Co., 1304 W. 12th st. Assoc: MoWA.

Page 185, St. Louis, Mo.
Anchor Cold Storage Co., 2nd & Washington. (CS) Assoc: MoWA.
Cord Moving & Storage Co., 5738 Easton ave. (HHG) Assoc: MoWA.
McGregor Furniture & Moving Co., 3421 Olive st. (HHG) Assoc: MoWA.

Page 188, St. Louis, Mo.
Joseph A. Mrazek, 1509 So. 12th st. (HHG) Assoc: MoWA.
F. H. Portmann Storage Co., 2801 Cass ave. (HHG) Assoc: MoWA.

Page 189, St. Louis, Mo.
West End Moving & Storage Co., 3014 Chouteau. (HHG) Assoc: MoWA.

Page 195, Camden, N. J.
Camden Van Co., 602 Walnut st. (HHG) Assoc: NJFWA.

Page 199, Newark, N. J.
Chas. Sorhaugen Storage Warehouses, 68 Shipman st. (HHG) Assoc: NJFWA.

Page 208, Buffalo, N. Y.
The Knowlton Warehouses. (MDSE)

FROM THE LEGAL VIEWPOINT

By George F. Kaiser

Mr. Kaiser is a practising lawyer who makes a special study of warehousing, transfer and automotive affairs

Lien Covering Storage Charges Is Paramount, But Not Adverse, to Rights of Holders of Receipts, New Jersey Court Holds

IN a recent New Jersey case it was decided by the Court that a lien to cover a warehouseman's charges for storage, as provided by statute, is paramount but not adverse to the rights of the holders of the warehouse receipts.

The McGann Co., a warehouseman in Newark, doing business in a rented property, had stored chattels of the New Jersey Novelty Footwear Co., for which it had issued negotiable warehouse receipts. The La Brecque Co., another warehouse firm, acquired title to the real estate, took proceedings to dispossess the McGann company, and after litigation succeeded.

When ouster was imminent, the La Brecque Co. substituted its negotiable receipts for those of the McGann Co., with the consent of the Novelty company and the others interested, and took up from the holders and delivered to the McGann Co. the negotiable receipts of that company.

The chattels remained in the actual possession of the La Brecque Co. in the warehouse. The charges of the McGann Co. for storage remained unpaid. The La Brecque Co. admits that it had agreed to pay them, but refused to do so because the amount demanded was excessive. The situation, then, was this:

The La Brecque Co. had the actual possession of the goods, subject to the rights of the holders of the La Brecque Co.'s negotiable warehouse receipts and the lien of the McGann Co. for storage. In this situation the McGann Co. replevined. The La Brecque Co. did not rebond, and judgment went in favor of the McGann Co. for possession of the goods. In the pleadings the La Brecque Co. filed a counter claim, claiming damages for the conversion of the chattels covered by the warehouse receipts.

The basis of the claim was that the McGann Co., at the request of the Novelty company, delivered the chattels to the Kalter company. The purchase price put the Novelty company in funds to pay the storage charges and satisfy the McGann Co. The negotiable receipts of the La Brecque Co. were still outstanding.

By order of the Court the replevin suit and the counter claim were tried before

separate juries as distinct actions. A verdict for damages for the conversion was rendered in favor of the La Brecque Co., and judgment was entered on the counter claim for the amount. Both parties appealed.

The Court, in deciding that the judgment in the replevin suit must be affirmed, said:

"We deal first with the appeal of the McGann Co. in the replevin suit. The most important argument urged upon us is that replevin would not lie against a warehouseman, because section 25 of the statute (C. S. p. 5781) enacts that the warehouseman shall in no case be compelled to deliver up the actual possession of the goods until the receipt is surrendered to him or impounded by the Court. The objection to the applicability of this provision in the present case is that each of two warehousemen was in fact entitled to an interest in the chattels—one by way of title as warehouseman, the other by way of a lien.

"The McGann Co. had not voluntarily surrendered or waived the lien. The object of the statute is to preserve the rights of the holders of warehouse receipts, so that the negotiable documents of title may represent the goods and may be safely dealt with on that assumption. Note to the Uniform Warehouse Receipts Act, 30 *Amer. Bar Ass'n.* 402. These rights are preserved by forbidding the intrusion of rights adverse or paramount to the rights of the holders of receipts.

"But the Act expressly provides for a lien in favor of certain warehousemen's charges of a character necessary for the protection of the chattels for the benefit of all concerned. This lien is paramount, but not adverse, to the rights of the holders of the receipts. It is auxiliary thereto, and a part of the contract of bailment, made so by the statutory provisions for enforcement.

"We see no reason why the first warehouseman, McGann, may not as such protect his possession as warehouseman. If an adverse claimant should get possession of the chattels in the warehouse, the warehouseman would be entitled to obtain possession again and hold it to enable him to make good his obligation on

his negotiable receipts. For that purpose he would be entitled to a proper possessory action. Such action would be in furtherance of the bailment and the very object of the statute, to preserve the rights of holders of warehousemen's receipts.

"The Act (section 25) applies only to actions adverse to the bailment. Securing the discharge of the bailment from the lien of the McGann Co. was for the benefit of the holders of warehouse receipts. It was therefore not erroneous to submit the question to the jury. This secures the lien as the statute provides, but the right secured is only the possession for the special purpose of enforcing the lien. The McGann Co. held the chattels themselves as bailees for the purpose of the statute, and when the lien ceased the right to possession ceased. Since the action was only a possessory action, intended to pass the actual possession to the warehouseman who had the lien and the right to possession for the special purpose, it was necessary to ascertain the amount of the lien which the Novelty company, not the La Brecque Co., was bound to pay.

"That would be properly ascertained when the McGann Co. was restored to actual as well as rightful possession. Failure to render an itemized statement to the La Brecque Co. was no waiver of lien, for the La Brecque Co. was under no obligation to pay.

"It was proper to prove that the Novelty company paid the bill for storage without objection, for that was convincing evidence that the lien was at an end and that the amount claimed by the McGann Co. was not excessive."

The Court in deciding that the judgment for damages for the conversion of the property must be affirmed, said:

"In the suit for conversion the positions of the parties are reversed and the La Brecque Co. is substantially the plaintiff. The situation was this:

"The McGann Co. had possession of the goods. Their lien had been paid and their receipts returned to them; they had no further interest in the chattels. Their duty was the same as the duty of

any bailee, to return the goods to their bailor, the La Brecque Co.

"By delivering the chattels to the Novelty company, they in fact recognized the Novelty company as having a paramount title over their own immediate bailor, who became such by the delivery under the writ of replevin. Having recognized the Novelty company as holder of a paramount title, the burden was on the McGann Co. to prove the fact.

"Cases are collected in C. J. 1109, par. 39. This they could not do. The paramount title was in fact in the La Brecque Co. as warehousemen for the holders of the La Brecque receipts."

Warehouseman's Responsibility

LEGAL EDITOR, *Distribution & Warehousing*: Please advise me if warehouseman is responsible for damage, due to dampness, while household goods are stored in a warehouse, no heat being furnished. *J. F. S., Mamaroneck, N. Y.*

Answer: The general rule is that when goods in storage are injured by dampness or water or are lost by flood through the negligence of the warehouseman, he is liable for the loss suffered. But when goods are injured by dampness or water or lost by flood without any negligence on the part of the warehouseman, then he is not responsible for any loss which occurs. 40 cyc. 435, citing case of *Johnson v. Springfield Ice Co.*

Johnson v. Springfield Ice Co., 143 Mo. App. 441, 127 S. W. 692 held that a warehouseman must exercise ordinary care commensurate with the exigencies of the situation in which he and the goods in his warehouse are placed by an extraordinary flood, to protect the goods against injury from apprehended danger. It holds also that where, in an action against a warehouseman for the destruction of goods by a flood, there was evidence that means were at hand by which the goods could have been quickly elevated from the basement to a place of safety, and that the loss would not have taken place had not the inattention of the employees co-operated with the flood in producing the result, a finding against the warehouseman was authorized.

Prince v. St. Louis Cotton Compress Co., 112 Mo. App. 49, 86 S. W. 873 held the warehouseman liable for negligence in failing to remove the goods to a place of safety after he had received warning of danger from flood due to the breaking of a dike, although he was under no duty to repair the dike so as to prevent the flood.

Carrier's Responsibility

THE Supreme Court of Nebraska in a recent interesting case pointed out that when goods in charge of a carrier arrive at their destination in a damaged condition a *prima facie* case of negligence against the carrier is thus made out.

Suit was started by the Eckman Chemical Co. against the Chicago & Northwestern Railway Co. and judgment was recovered; this was affirmed on appeal.

On May 27, 1919, the Eckman com-

pany shipped over the railroad a carload of charcoal. Said shipment began in Chicago and ended in Omaha. The charcoal was delivered to the railroad in Chicago in good condition and when it arrived in Omaha it was on fire. A portion of the charcoal was salvaged; but a large part of it was ruined, and the Eckman company sought to recover damages for the loss.

The case was tried by a jury, and a verdict was returned for the Eckman company in the sum of \$201.38.

The Court in its opinion pointed out that it was proved that the charcoal was delivered to the carrier in Chicago in good condition and arrived in Omaha in bad condition, and the Eckman company had established a *prima facie* case of negligence which the railroad did not

overcome by showing the charcoal was not received in good condition or that it did not arrive in bad condition or that the fire was caused solely by spontaneous combustion or other natural causes inherent in the goods.

Various cases were cited to the effect that:

"A common carrier of goods insures their safe delivery to the consignee against loss or injury from whatever cause arising, except only the act of God, the public enemy or some other cause which would exempt it from liability at common law, and, where loss or injury to freight while in a carrier's possession is shown, a *prima facie* case is established, and it then devolves upon the carrier to bring itself within one of the exceptions allowed by the common law."

I. C. C. UPHOLDS ROAD'S REFUSAL TO PLACE GOODS IN PUBLIC STORAGE UNTIL CHARGES ARE PAID

WASHINGTON, Jan 3—An Interstate Commerce Commission decision of common interest and importance to shipper and warehouseman is that ordering dismissal of the complaint of the *Vim Motor Truck Co. vs. Director-General*.

The Vim company shipped three carloads of trucks from Philadelphia to New Orleans several years ago on an order—notify bill, naming itself as consignee and routing the trucks over the Louisville & Nashville. The Railroad Administration, however, diverted the cars to the Illinois Central without notifying the truck company. A telegram from an agent of the Illinois Central notified the Vim people that the trucks were, unclaimed, at his station.

The Vim company directed the agent by telegraph to place the trucks in public storage at New Orleans, but this the agent declined to do until all outstanding charges had been paid and the bills of lading surrendered, the Vim company being so informed by the agent. After some correspondence the Vim company paid the demurrage and storage charges, amounting to \$837, and then filed its complaint with the Interstate Commerce Commission. The company alleged that the charges were unreasonable—that if the Illinois Central agent had followed instructions and placed the trucks in public storage, the charges would not have exceeded \$90.

Text of Decision

Dismissing the Vim complaint, the Commission said:

"Complainant contends that a carrier is under an obligation to unload shipments into a public warehouse without payment of charges or surrender of order bills of lading upon order of the party holding title to the goods. It admits that there was no specific tariff provision requiring defendant to place shipments in public storage, but urges that it is the common practice of carriers, except the Illinois Central, to do so. In support of its contention as to the right to direct storage, complainant

cites *Piqua Milling Co. vs. E. R. R. Co.*, 55 I. C. C., 239. In that case, although this question was raised, we stated that in view of our conclusion it was unnecessary to consider it.

"Defendant insists that in refusing to unload and store the shipments without payment of the charges and surrender of the bills of lading he was within his legal rights. He refers to the absence of any tariff provision requiring such storage, and to an option contained in section 5 of the uniform bill of lading, upon which the shipments moved, which provides:

Alternatives

"Property not removed by the party entitled to receive it within forty-eight hours (exclusive of legal holidays) after notice of its arrival has been duly sent or given, may be kept in car, depot, or place of delivery of the carrier, or warehouse, subject to a reasonable charge for storage and to carrier's responsibility as warehouseman only, or may be, at the option of the carrier, removed to and stored in a public or licensed warehouse at the cost of the owner and there held at the owner's risk and without liability on the part of the carrier, and subject to a lien for all freight and other lawful charges, including a reasonable charge for storage.

"A similar option was provided in the applicable storage tariff. He contends that to have placed the shipments in a public or bonded warehouse without surrender of the order bills of lading would have made it possible for some one other than the proper party to have obtained possession of the shipments, in which event he would have been liable to the holder of the bills of lading. The latter contention has little merit.

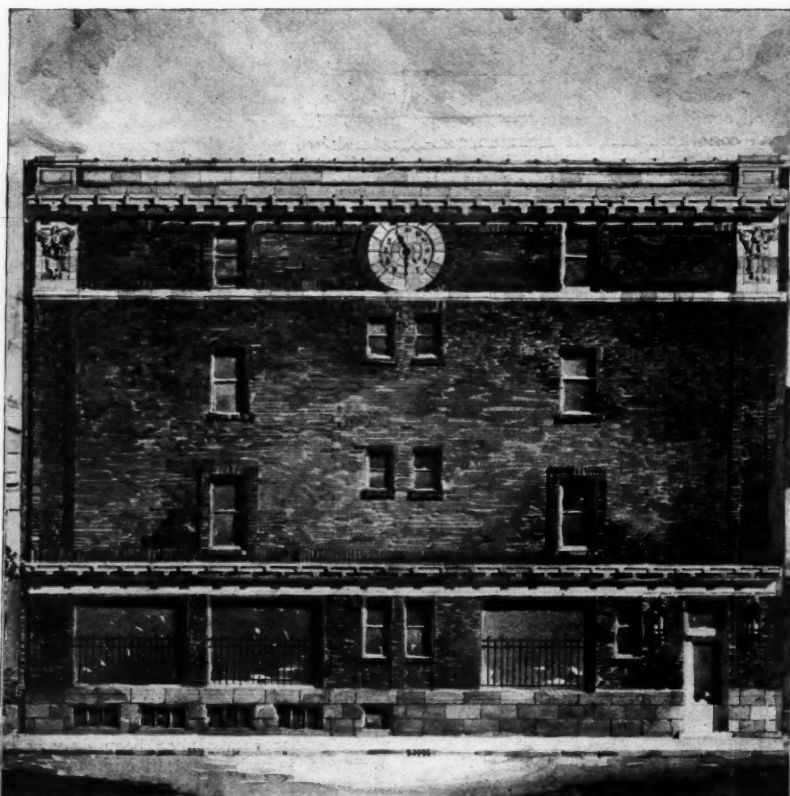
"Defendant was legally bound to collect the demurrage and storage charges in accordance with the applicable tariff rules and regulations, and it is not shown that these charges were in violation of the act.

"We find that the demurrage and storage charges collected were not unreasonable or otherwise unlawful. The complaint will be dismissed."

Iredale Fireproof Warehouse
Winnetka, Ill.

WHAT'S WHAT IN

XXIX



A FEATURE of the Iredale Fireproof Warehouse which has been constructed at Winnetka, Ill., is the economy which has been effected in the construction of the walls. The enclosing walls of this household goods plant are of brick and hollow tile arranged in such a manner that every fifth brick is carried through for a bonding course over the tile, making an exceptionally strong wall and one with a very pleasing appearance from the inside.

The structure is of full skeleton reinforced concrete construction with a solid flat slab without drop handles and designed in general on the basis of the Chicago building code.

The front of the warehouse is faced with a buff

terra cotta and a dark red faced brick, giving an attractive contrast. The office portion has a terrazzo floor, and the interior walls are finished in cane stone of buff color. All the partitions between individual rooms are made of hollow clay tile and the entire interior of the building is finished with white cold water paint.

A unique feature of the lighting of the storage space is the arrangement of the base plugs about seven feet from the floor in the columns in order that men working at any particular point may insert a drop cord without any inconvenience of attaching to a hanging fixture.

In addition to the office and vault space, there is piano storage at the front of the building, so that pianos may be exhibited, in shroud, within the large show windows. The loading platform is at the rear of the building and inside, and the elevator is of course just off the platform. This leaves quite a little storage space on the first floor, the latter being 73 feet 11 inches long and 60 feet wide.

The second floor is divided into a series of private rooms, thirty-six in all, and the third and fourth floors into five large rooms each.

George Iredale, president, established a warehouse at Evanston, Ill., in 1871. In 1914 the company was incorporated and the first fireproof warehouse was built in Evanston, additions being built in 1916 and 1919. Now the business has branched out and the Winnetka plant erected because of demand for household goods storage space in that town.—John Y. Beaty.

NEW BUILDINGS

XXX

THE new household goods warehouse of The Andrews Fireproof Storage Co. of Cleveland faces on Lexington avenue, in the 6800 block, just opposite the baseball park of the American League Club.

Fifty by one hundred feet, the structure stands four stories in height.

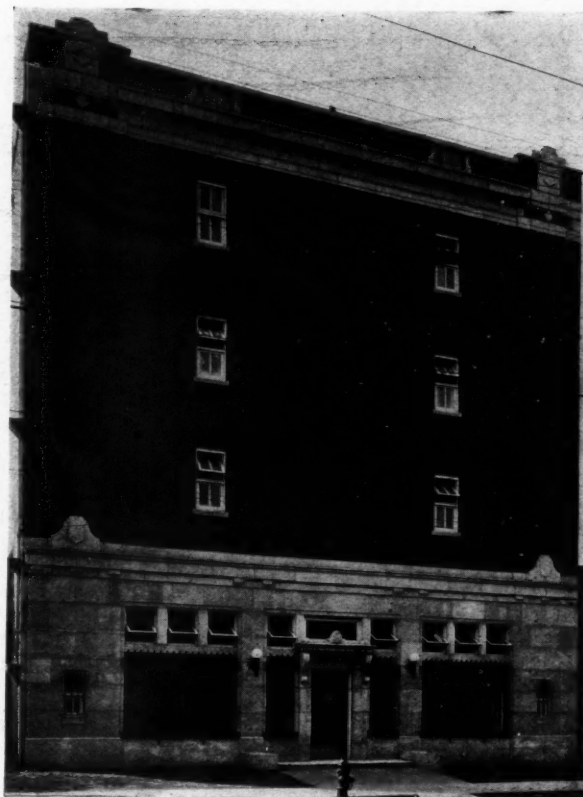
The piano room extends back to the shipping court, the latter occupying the two rear panels of the building. The piano room is in full view of the office—an attractive arrangement—the pianos being placed both on the first floor, level with the office, and on a mezzanine floor where they may be seen from the office.

Note in the illustration at the right that ventilators or transoms have been placed above the windows of the office floor. This provides ample air circulation within, particularly in warm weather.

Absence of such an arrangement has been a point of discomfort in many of the new modern warehouses where large show windows have been built in.

Private rooms and the rug and trunk rooms occupy the second floor, and the third and

The Andrews Fireproof Storage Co.
Cleveland

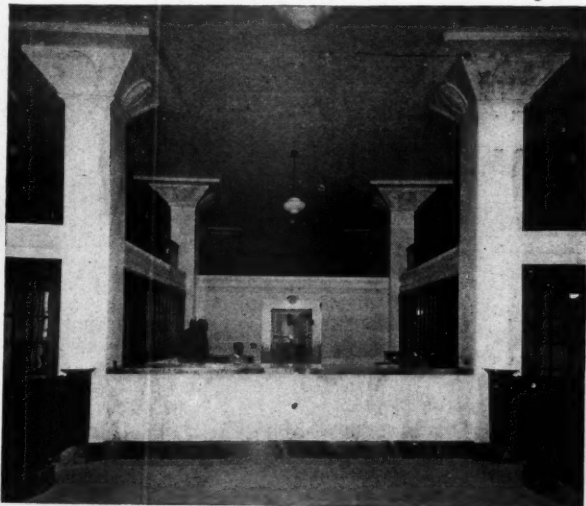


fourth floors have been designed for open storage.

The company owns land, adjacent to the East, whereon may be erected a future similar unit. This has been given consideration, as indicated, for example, by the projecting brackets on each side of the building and by the location of the elevator.

This is a Moores & Dunford design. The contractors were the H. K. Ferguson Co., Cleveland.

With this building now in use, the Andrews company has approximately 50,000 square feet of storage space. In addition to developing an attractive storage business, the company has built up an extensive service in long distance moving and this has proven most successful.



DOWN TO BRASS TAX

By H. I. Jacobson

Questions regarding warehouse accounting or taxes will be answered, without obligation, by Mr. Jacobson, who is president of H. I. Jacobson & Co., Certified Public Accountants. Mr. Jacobson is Manager of the Port of New York Warehousemen's Bureau of Information and is identified with the Central Bureau activities of the American Warehousemen's Association

Put and Fake

THE great World War brought to us, the people of this United States, three blessings: Income Taxes, Prohibition and "Put and Take." Although the last named took longer to appear than the other two, it was only the natural result of them being with us.

When the old income tax law was superseded by the revenue Act of 1918, John Smith was not quite serious about his responsibility in reporting true income. He felt that a job had been put over on him, that he, Sir John Smith, Rex of all he surveyed, had put in a lot of hard work piling up his war profits and along came the Government to take it away. So in order to have his own game in opposition to the Government's "Put and Take" he invented another, "Put and Fake"; "Put down a lot of figures and fake the answer to suit yourself."

Furthermore, when prohibition ostensibly went into effect, once more Sir John Smith felt that those ginks down in Congress slipped something over. Here was a game of "Put and Fake" with a vengeance. One little put into the 18th hole of Amendments and they take away the 19th hole of golf. But one of the reasons why this is a great country is that you can't keep Sir John down for very long. After brewing the matter over for a while he discovered the game, starting with, put a pound of raisins in a gallon of,—and Boy! Oh! Boy!, take one drink, That's all.

So naturally the third item had to make its appearance, and it bore all the ear-marks of the first two. It was put, put, put, for Sir John until he sounded like a motor boat, and take, take, take, what?—We leave it to you.

And then Sir John found he was being caught at the game of "Put and Fake." Income tax inspectors checked up his income, going into details he himself didn't know existed, and his raisin-putting machine blew up too many times, to his embarrassment, so when we come to the year 1921 we no longer find him arguing against the laws, but for an improvement in them.

Now, I want it clearly understood that this article or magazine is not preaching politics, but when any parties declare they are going to bring out a new revenue Act "to reduce and equalize taxation, to amend and simplify the re-

venue Act of 1918, and for other purposes," they are doing some declaring.

They, however, forgot at the time the old adage that a tax law cannot be both simple and just, so when they completed their labor, they introduced it by the same heading, but they left out the word "simplify." However, although the revenue Act of 1921 may eventually

TAX QUESTIONS

Q. A and B decide to change from a co-partnership to a corporation on Aug. 1, 1921. The corporation took over the co-partnership as a going concern. Does the corporation have to file for the period Aug. 1, 1921 to Dec. 31, 1921, as it is the wish of those interested in the corporation to keep the fiscal year commencing Aug. 1, 1921?

A. The corporation need not file until a fiscal year has been completed if it so wants. However, the co-partnership should file a report for the period ended on July 31, 1921.

Q. For the purpose of soliciting business I use my automobile, for which the firm does not reimburse me as to the expense. They maintain that my salary is larger because I earn more commission when I use my car. Can I deduct a portion of the automobile expense from my income?

A. Yes, where a solicitor is put to an expense in order to get business, and the expense is not paid by his employers, he can deduct this expense from his income.

Q. As an incentive to our employees we are thinking of insuring their lives, we to pay the premiums and their wives to be their beneficiaries. Can we deduct the cost of the premiums from our income?

A. Yes, where premiums are paid by an employer on the lives of his employees and the employer is not the beneficiary, the premiums are deductible.

Q. A group of prominent warehousemen were playing Red Dog. I won \$4.00 and A lost \$3.00. What do we do about it in our tax reports?

A. You will pay taxes on that \$4.00. A is out of luck.

equalize taxation, it certainly does reduce it some for our Sir Johns of medium means.

When a new law is passed Sir John says, "Well, what's it going to cost me?",

or "What new benefits do I get?" Every one who has any interest in the present law pretty well knows the old law, so it will be the purpose of this article, in main, to only emphasize the features of the revenue Act of 1921. Some are new in principle, and some are like the birds that live in wooden clocks—cookoos.

To begin with, every man who has not taken to him a wife, gains nothing from the new law. But poor, happily married Sir John as head of a family can now cut the number of his children in half and still receive the same exemption. But as that can't be done, law or no law, he is allowed now twice as much exemption for each child under 18, etc., etc., or, simply speaking, \$400 a kid. And that isn't all. According to the new Act, the head of family, or a married person living with husband or wife, is entitled to a personal exemption of \$2500, which is \$500 more than last year, unless further provided that in case the net income is in excess of \$5,000, the personal exemption shall be \$2,000. The government here foresaw a yowl. Sir John, quoth he: "That's wrong, because if my salary is \$5,000, and I win \$10 in poker, I lose \$500 in exemptions." So they added this to the new law: "In no case shall the reduction of the personal exemption from \$2,500 to \$2,000 operate to increase the tax, which would be payable if the exemption were \$2,500 by more than the amount of the net income in excess of \$5,000."

Sounds something like the old party of the first part to wit sets unto the party of the second part, etc. So we set out to solve it by calculating the tax on the income for Sir John, who earned \$5,000 and won a ten spot.

	Case A	Case B
Net income	\$5,010.00	\$5,010.00
Personal exemption ..	2,500.00	2,000.00
Taxable	\$2,510.00	\$3,010.00
Rate tax, per cent.	4	4
Tax	\$100.40	\$120.40

It will be seen from the above that in case where the personal exemption is \$2,500 is decreased to \$2,000, the tax is increased \$20. And here's where the proviso gets in its work. The Government says "We'll take \$100.40 as our tax and in the case where the \$10 causes an argument we'll take all, so send along a check for \$110.40." In fact the Government "Takes All" of all the income over

\$5,000 up to \$5,020. So much for that, except that this year if your gross income, as an individual, was over \$5,000 you are to file a report, no matter how much may be net income. So if your gross warehouse income was \$50,000, and you "made" a loss, you must file a report just the same.

The greatest change in principles in the new Act is the provision allowing the individual to segregate his income from salaries or business from that of so-called capital gains.

Under the old law the taxpayer had to include into his income his gains on the sale or exchange of capital assets and pay the normal and surtax on them. In the new Act, however, the capital gains may be calculated separately from other income, at a flat rate of 12½ per centum, and the usual normal tax and surtax on their ordinary income. Where this method is used, however, the total of both taxes must not be less than 12½ per centum of the total net income.

To clarify this we will take two cases, and although the incomes involved are large we'll pretend they are warehousemen, A and B.

A has an income from a co-partnership of \$50,000. During the year he had sold a big apartment house that he purchased the previous year, for a gain of \$150,000. Under the old law he would have to report his income as \$200,000, and pay, at the 1922 rates, a tax of \$86,640 if he were a married man. However, under the new law he may pay the normal tax and surtax on the \$50,000 income, amounting to \$8,640, and another tax of 12½ per cent on the \$150,000 or \$18,750, making his tax for the year \$27,390. The new Act, therefore, saves him \$59,250.

B has an income from salary of \$10,000 and also sold an apartment house for a gain of \$150,000. Under the old Act his normal tax and surtax on \$160,000 income would amount to \$63,840 provided he was married. But under the new Act his normal tax and surtax on \$10,000 would be \$520, and the 12½ per cent on the \$150,000—\$18,750; making a total of \$19,270. However, this amount is less than 12½ per cent of his total income of \$160,000, so his tax would be raised to \$20,000. Still, however, he saves the difference between \$63,840 under the old law and \$20,000 under the new rate—a mere pittance of \$43,840.

And because this is a good law and is part of the promise "to reduce and equalize taxation" it does not become effective until 1922 and does not concern returns for the calendar year 1921. The claim is that this new provision will tend to break up the business stagnation caused by the refusal to sell capital assets because of the surtax to be paid on the profits. The savings in taxes on both cases mentioned above is about two-thirds of the tax. Just as invested capital has been a matter of controversy since it was brought into being, so will capital gains be causes for disputes until settled by the rulings of the Internal Revenue Department. Yea, Boy, this is a game of put and take that we should

all like to play, supplying the top and making the rules.

But before leaving the matter of capital gains there is one more item changed in the new law—that of the profits or losses from the sales of property acquired by purchase, gift or exchange, prior to March 1, 1913, which had not been included in any inventories.

If a piece of property acquired prior to March 1, 1913, is sold for more than the original cost or more than the fair value on March 1, then the profit is figured by the difference between the sell-

to 65 per cent on incomes over \$1,000,000 under the old law and only up to 50 per cent under the new law. Space does not permit me to print the various rates on the various amounts, and it would be of no value here as these new rates will be found on the tax blanks proper.

The same may be said of income from interest on Liberty bonds. Heretofore there had been many contingent exemptions and some special exemptions making it as easy for the layman to calculate his exemption under this head as it is to calculate a package rate table.



—Drawn by Leo Joseph Roche.

Uncle Sam spins a wicked top—but Mr. Income Taxpayer is an adept at the game of put and take

ing price and whichever is the higher of the two figures, cost when acquired or fair value on March 1, 1913.

Example				
Cost	Value March 1, 1913	Selling Price	Profit	
\$10,000	\$8,000	\$13,000	\$3,000	
6,000	8,000	13,000	5,000	

If, however, the property is sold at a price below that of acquisition and below the fair value of March 1, 1913, then the loss is the difference between which is lower, cost or fair value March 1, 1913, and the selling price.

Example				
Cost	Value March 1, 1913	Selling Price	Loss	
\$10,000	\$8,000	\$5,000	\$3,000	
6,000	8,000	5,000	1,000	

But where the selling price is between and betwixt, then there is no loss or profit.

Example				
Cost	Value March 1, 1913	Selling Price	Profit	
\$10,000	\$8,000	\$9,000	None	
6,000	8,000	7,000	None	

Another change is the rate of surtaxes on large incomes, which ran up

All this has now been abolished and there is substituted therefor a general exemption of the interest on any 4s or 4½s on an aggregate principle amount of \$125,000 until two years after peace is proclaimed by the President, and for three years more on an aggregate principle amount of \$50,000. It may be a little late to announce that peace was proclaimed by the President on Nov. 14, 1921, but made retroactive on July 2, 1921, but I believe it is a good thing to print, so that you may show this bit of news to your butcher, baker and grocer.

No law is a good law unless it takes a whack at Wall Street, but the general result has always been that Wall Street gets the large end. At the end of each year you would read about the great activity there, caused by the people selling their "investment stocks" to establish their losses, and then buy it back at the price they sold it for. This is popularly known as a wash sale. Unless your main business is the buying and selling

(Concluded on page 53)

Mr. Storage Executive:

MEET MRS. WAREHOUSEMAN

By Ruth Dutilh Jenkins

THE thirty-first annual convention of the American Warehousemen's Association, held in St. Louis in December, was a notable occasion. Not only were nearly four hundred men, representing general, household and cold storage business, there, but attending the meetings were some forty wives of members,

together with four women warehouse "men".

These four women were there because each one of them was personally conducting a warehouse herself. Two of them are wives of warehousemen two are young women who have grown up from the office force of a warehouse to an executive and official position in its management.

Mrs. Joseph W. Mackenzie of Fall River, Mass., is at the head of her own warehouse, the Watuppa Warehouse Co. "Ours," she calls it, but as her husband has his hands full with his own warehouse, Mackenzie & Winslow, Inc., it is literally hers, and she attends personally to all the details of the management and conduct of the business, acting as "executive and general manager."

"I first entered the business during the war," Mrs. Mackenzie said. "I wanted to prepare myself to take my husband's place while he was in service, and to become self-supporting. This was just one year after our marriage. I have never left the business. I knew absolutely nothing about it when I began, and when I am asked 'Is a woman able to run a warehouse?' I can only say that our figures show that it can be done, and done successfully."

"Of course, one must have a taste for business, or must develop such a taste. Our warehouse average content is from 1300 to 1400 bales of cotton, all coming from the southern States except for a small amount of Egyptian cotton, but in especially busy seasons we have taken care of as many as 18,000 bales at one time."

"Our warehouse was established when we bought it, and I sometimes wonder if I could have 'made good' had I had to build the business up from the bottom, yet I cannot see but that a woman can do whatever falls to her to do, whether continuing or organizing a business."

"I have, of course, a foreman and his help, and the office force, but all the executive business, any dealing with cotton brokers, is my job, and the three years that I have managed our warehouse have been the most interesting, delightful years I have known."

Mrs. Julian M. Gibson, a tall, slender young woman with soft, gracious voice, offers one a business card inscribed, "Representing the New York Storage Co., St. Louis, Mo."

"I have been fourteen years in the warehouse business," she says, quite as casually as most women would number

the years since their marriage. "I am called the 'assistant treasurer,' but I just do everything. I solicit business, and look after the carrying out of our orders, interview customers and superintend generally."

"I believe the warehouse business is as good, or better, than anything a woman might undertake. Of course, one must have their wits about them and

THE ETERNAL FEMININE

CAN a woman successfully maintain a place in the public warehouse business? Information sheets returned when the 1922 Warehouse Directory was being prepared show that from twenty-five to fifty women hold responsible positions in the industry, and some of these attended the St. Louis convention of the American Warehousemen's Association. Their presence inspired this article.

Ruth Dutilh Jenkins, the author, is the wife of Robert C. Jenkins, president of the Union Transfer & Storage Co., Madison, Wis. She is a student of warehousing and a writer of articles for magazines, and attended the St. Louis convention.

land a customer before a competitor, or be equal to the vagaries of human nature, but I do not believe I have ever gotten the worst of it yet!"

Mrs. Gibson, however, is not all business, for one learns she is a skilled cook and for years has made all her own clothes. The business woman may still be a woman, one is convinced after talking a few minutes with this one.

Mrs. Helen Smith Bonine, known in warehouse circles as Miss Helen Smith, has risen from a billing-machine instructor, engaged for a week, to a posi-

tion as secretary of the L. T. Crutcher Warehouse Co., Kansas City, Mo., which she has held for four years.

"I have never allowed my skirts to hamper me," says Miss Smith. "I carry on my business relations exactly as if I were a man. A young woman who had been some years in the business and a great success told me recently she had give it up as she had always felt held down because she was a woman. I have never felt this, and have never allowed myself to, and that may be the key to any success I may have had. My dealings with my customers are just as if I were any other man."

That Miss Smith has been, and is, a successful business "man" is apparent, since she is now being sent to various warehouse conventions as a representative of her firm, and at St. Louis was mentioned in one of the reports as having been of help and assistance in some special business problem, the only one of the four women in attendance whose position was commented on, yet she herself says that five years ago nothing was further from her thoughts than a business career. "I was educated in music and art," she said. "However, I believe that if a woman puts her heart into it she can do anything she undertakes."

Another young woman who rose from the ranks of the office force is Mrs. Marie B. Bowen of the Tripp Warehouse Co., Indianapolis, Ind. Petite, piquant, vivacious is this young woman, who, however, is all seriousness when discussing business.

"As secretary for Mr. Tripp before his death," says Mrs. Bowen, "I became familiar with the warehouse business. As no one had been found to carry on the business satisfactorily a year after his death and my own marriage, I was called back to help, and I have been running the warehouse ever since."

While Mrs. Bowen has attended more warehouse conventions than any other woman connected with the business, she loses nothing of her feminine qualities by being a business person.

In the words of Alexander Pope:

"If to her share some female errors fall, look on her face, and you'll forget them all."



Mrs. Julian M. Gibson



Miss Virginia Crooks

Virginia concedes that she is not a warehouse woman—yet. But her acquaintance in the industry is as wide as that of any of the others shown on this page—for she has for several years been attending conventions in all parts of the country. Her father is H. D. Crooks, head of the Crooks Terminal Warehouses, Chicago



Mrs. Marie B. Bowen



Mrs. Joseph W. Mackenzie



Mrs. Helen Smith Bonine

"Of course, we have a superintendent in our warehouse," she says, "and our office force, but no detail of the work escapes me, and I follow up every bit of business personally. Having had my training in the warehouse under Mr. Tripp, I do not consider it unusual or creditable to fill a position at the head of the business."

Mrs. Bowen's modesty is as apparent as her understanding of her job, and to see her at a banquet table, in chiffons, holding her own at a tableful of men, one is enabled to understand her ability to hold an executive position with credit and success.

The meetings of the cold storage division of the association were held in a room adjoining that of the commercial division of the A. W. A., and here they, too, felt the touch of a woman's

hand, for Dr. Mary E. Pennington, cold storage chemical expert, formerly food bacteriologist under Dr. Harvey Wiley, addressed them at one of their meetings, and was an interested auditor at every session.

"Dr. Pennington knows more about the keeping of poultry than anyone in the world," declared one man who has spent his life in the business. "She is a wonderful woman and her knowledge of the chemical deterioration of perishables has been of the greatest value to all of us. What she knows about keeping poultry, butter and eggs is beyond belief. She is now 'research worker' for the American Balsa Co., manufacturers of an insulated package for perishables, a practical parcel-post container she herself worked out."

Dr. Pennington is an alert, bright-eyed woman, whose own words in her talk give one a clue to her success in this new field for women. Speaking of improving the "cabinet" of the ice cream manufacturer, she remarks, "I set myself to find a way to convey ice cream in a dry, non-deteriorating package. I

was told the thing was impossible. Being told I could not do it, of course I had to."

It was this determination to accomplish the seemingly impossible that led to the development of the dry-pack system, which eliminates the ice and salt of the old, sloppy container and enables the ice cream maker to prepare for rush trade weeks ahead of time, at a saving of time, cost and trouble that cannot be estimated. "It was either the ice and salt getting out of the business or we ourselves," said one of the ice cream men, "and Dr. Pennington saved us."

Fish, yeast, ice cream and eggs are some of the commodities now being delivered by parcel post, while insulated trucks make long runs and large lots of meat are being shipped by packers direct to the retailer by express. What

(Concluded on page 48)

TWO

A Bit Here

Vol. II. No. 8



BITS

A Bit There

Gotham, February, 1922

NEWS ITEMS

Will'd Eldredge, the Atlantic City storager, is a proud dad.

Well, Charley Morris, the Gotham storager, called the N. J. storagers' attention to the circumstance that Will'd is chairman of the uniform methods committee!

Serving two masters oftentimes leads to disclosure of duplicity. At the Gotham storagers' meeting, where Bill Bostwick is sec., Bill boasted because the Gotham storagers' b. b. team walloped the N. J. storagers' b. b. team last Summer. At the N. J. storagers' meeting, where Bill is prexy, Bill commiserated because the N. J. storagers' b. b. team was walloped. Bill is for or vs. either 1 team or the other, but from his remarks at the 2 meetings we cannot figure out which as to which team.

Dick Adams, the K. C. storager, was a participant of late when wedding bells was chimed. Felicitations on be $\frac{1}{2}$ of the industry, Dick.

1922 calendars, Jan. to Dec. incl., have been rcvd from the Union Term'l Whse Co., Los Angeles; Lincoln Fireproof Stge Co., & St. Louis Refrig'g & Cold Stge Co.

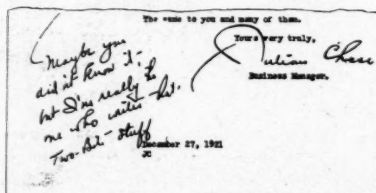
Frank McGrath, the Newark storager, is a proud dad.

Xmas or New Yr cards or blotters come to Ye Ed. from the Kedney Whse Co., Minn'p'l's; 9th St. Term'l Whse Co., Cleve'd; Weicker Trnsf & Stge Co., Denver; L. T. Crutcher Whse Co., K. C.; Rockford Stge Whses, Rockford, Ill; Elston Packing & Stge Co, Grand Rapids; D. A. Morr Trnsf & Stge Co., K. C.; Minn'p'l's Term'l Whse Co.; Suffolk Stge Whse, Boston; So. Bonded Whse Corp., Petersburg, Va.; W. Lee Cotter's whses of Ohio; Iowa Whse Co., Waterloo; Geo. E. Dewey & Co., Hartford, Conn.; Robert's Express & Van Co., Chicago; Jordan Stge & Distrib'g Co., Seattle; Miller & Lenington, Yakima, Wash.; Mercer Trnsf & Stge Co., Burlington, Ia.; Gordon Fireproof Whse & Van Co., Omaha; & Fire Proof Stge Co., Louisville, Ky.

Jordan Term'l, Inc., Seattle, sends Ye Ed. a leather billholder with "Two Bits" stamped in gold thereon, & the Watuppa Warehouse Co., Fall River, Mass., gifted us with an elegant key chain but Julian Chase, *Two Bits's* grasping business mgr., copped the chain before it reached Ye Ed.'s desk, thereby interfering with the U. S. mails.

Illustrated herewith is conclusive evidence that Julian Chase, business mgr.

of *Two Bits*, is guilty of sabotage. Julian scribbled a scurrilous statement, as per shown, on 1 of his letters to a storage co, but the sec. of the co. sent it to Ye Ed. by return mail, thereby frustrat-



ing Julian's ill-conceived scheming. The fellows in our industry know Ye Ed. & they know Julian, & we will leave it to their judgment as to whom writes the *Two Bits* page. All we got to say is that Julian has forgotten all he was ever taught at Sunday school if he ever went to 1, which many thence on will doubt.

MUTT & JEFF



Here's some inspirational stuff for Bud Fisher. If this photo were copyrighted the copyrighter would be S. C. Blackburn, the Kansas City storager, who snapped it at the A. W. A. Central Bureau meeting at K. C. The personages depicted herein are, left to right, John Bekins, the Omaha storager, & Sam'l Woodson, the K. C. storager.

ONE MONTH'S CHRONICLE
or, Adventures in Unpaid Advertising

This Is a True Story

Dec. 1—Leon Israel, coffee importer, San Francisco, loads car for transportation to Kansas City for storage.

Dec. 2—Tommy, star mouser for Baker-Bowers Warehouse Co., San Francisco, enters car in search of rodent. Car is sealed and starts eastward.

Dec. 14—Car, coffee & cat arrive Kansas City.

Dec. 15—Cat adopted by employees of L. T. Crutcher Co., to whom coffee consigned.

Dec. 18—Cat jackdempies all other felines on premises.

Dec. 20—Kansas City *Star* reporter gets wind of situation, & Crutcher house, altho averse to publicity, gets 2-inch "write-up."

Dec. 21—J. L. Dease, district traffic agent for Nickel Plate RR. at Kansas City, sees *Star* story & sends inter-office memorandum to W. H. Cunningham, Nickel Plate traffic representative, reading: "Bill: Crutcher has another 'office kitten'."

Dec. 27—Geo. Hamley & Bill Hardin, Minneapolis storagers, see *Star* story & write to Kansas City suggesting another convention in Kansas City so fraternity can get acquainted with newest office kitten. Also inquire whether cat is of mocha or java variety.

Dec. 28—Baker-Bowers Warehouse Co., San Francisco, sees *Star* story & writes to Kansas City demanding return of lost cat.

Dec. 29—Tommy again jackdempies the office felines.

Dec. 30—Tommy is shipped back to Frisco.

Dec. 31—Kansas City *Star* reporter publishes a $\frac{1}{4}$ -column story of wanderer's adventures.

Moral: Feed your local newspapers with the right kind of copy & it won't cost you \$150,000 a year for publicity.

This Space
FOR SALE
Who Wants It?

FEDERAL RECEIPTS ARE ADVANTAGEOUS—HARDING

Reserve Board Governor Declares That U. S. Documents Are Desirable as Collateral for Loans

WASHINGTON, Jan. 9.—Replying to a letter received from warehousemen with reference to warehouse receipts issued by warehousemen licensed under the Federal Warehouse Act as collateral for bank loans, Governor Harding of the Federal Reserve Board has advised the trade that it is a question which does not come within the official jurisdiction of the board. He explains that the board has no control over banks as regards the character of loans made to, or the kind of collateral required from, their customers. It is his contention that these are questions of bank judgment which must be determined by officers of each bank in the exercise of their sound banking discretion.

Governor Harding further states that "it is not the function of the Federal Reserve Board to pass upon questions involving the acceptability from a credit standpoint of paper offered to Federal Reserve Banks for discount, such question being for the determination of the officers of the Federal Reserve banks in the exercise of their best judgment."

Defining his personal views on the subject of warehouse receipts, Governor Harding declared that:

"It is recognized by banks and other financial institutions that warehouse receipts representing readily marketable non-perishable agricultural commodities properly warehoused are a desirable kind of security for bank loans. It is apparent, of course, that some warehouse receipts are more desirable than others and that the degree of desirability is dependent upon a number of factors, included among which are the form and legal effect of the receipt, the question of whether or not the issuing warehouseman is licensed, bonded, and operating under Federal law, or a State law furnishing proper safeguards, and is supervised and examined by competent officials with a view to the protection of the public, the reputation and financial responsibility of the warehouseman, the physical condition affecting the warehouse, the question of insurance, etc.

Comparative Desirability

"Generally speaking, there can be no doubt, I think, that warehouse receipts issued by warehousemen licensed and bonded under the United States Warehouse Act will be considered by bankers as more desirable collateral security than those issued by warehousemen who are not licensed or bonded under any State or Federal law.

"Except for such special conditions as may apply to particular cases, such warehouse receipts will undoubtedly be regarded more favorably by bankers than will receipts issued by warehousemen who are not licensed or bonded under State or Federal law. I have no hesitation in saying, therefore, that in my judgment a campaign such as I un-

derstand is being conducted by the Department of Agriculture among warehousemen to educate them to the advantages of becoming licensed under the United States Warehouse Act, and among bankers to educate them to the desirability as a form of collateral security of warehouse receipts issued by warehousemen so licensed, can be made to result in much benefit to the public through improved facilities both for the storing and marketing of agricultural products and for the proper financing of such storing and marketing.

Use in Other States

"The relative desirability of warehouse receipts issued by warehousemen licensed under the United States Warehouse Act and warehouse receipts issued by warehousemen licensed under the laws of particular States is a matter upon which I cannot express an opinion, as I am not familiar with the various State laws or the administration thereof. It is my opinion, however, that there are certain advantages in being licensed under the Federal law, and in being subject to the supervision of the Federal authorities, which advantages would be most apparent in cases where the holders of warehouse receipts desire to use them as collateral for loans for banks located in States other than that in which the warehouse happens to be located."

Stimulus for Federal Warehousing

WASHINGTON, Jan. 3.—Recent action of the Texas State Railroad Commission, by which the cotton concentration privilege was extended so as specifically to include Federally bonded warehouses, should serve as a stimulus to warehousemen operating in Texas to place their warehouses under the Federal Warehouse Act, according to the Department of Agriculture. Under this rule the railroads are required to apply the expense bills covering the local freight from point of origin to the warehouse to the bill of lading when the cotton is shipped from the warehouse, on all cotton moving between points in Texas and originating within 100 miles of any Federally-licensed warehouse in which the cotton is to be stored, when the bills of lading bear the notation "for warehousing."

The operation of the rule is best explained by an example. Cotton originating within 100 miles of Dallas may be shipped to that city for storage. A flat short haul rate is charged from the originating point to Dallas. Later the cotton may be shipped to Galveston for export. When this shipment is made, the incoming expense bill is applied to the outgoing shipment, the charge being the through rate from original shipping point to Galveston. Thus a credit is allowed for the short haul charge from original shipping point to Dallas. The rule is, therefore, to the shipper's advantage since the through rate from original shipping point to Galveston is lower than a combination of rates from original shipping point to Dallas and thence from Dallas to Galveston.

WAREHOUSEMEN AID INDUSTRIAL PROGRAM

KANSAS CITY, Jan. 7.—The industrial division of the Kansas City Chamber of Commerce has instituted a program of co-operation, among various factors in industry, that may offer useful suggestions for merchandise warehousemen in other cities. The central idea is to provide information on industrial facilities.

Item 1.—Shippers, manufacturers, railroad men, all touch distribution—but often know no more about the subjects they handle than they receive by telephone or mail. The Chamber has instituted steps to cultivate acquaintances so that the traffic agent of a manufacturer will know the railroad agent with whom he talks on the telephone and so that both of these will know the physical elements in their mutual problems. One tour of the terminal district has been taken, during which the railroad agents were shown warehouses, factories and yards to which or from which their cars were sent; and the traffic men saw the terminal arrangements with which the railroad agents operated. The merchandise warehouse interests were well represented on this tour. And there were many interesting conversations regarding distribution.

Item 2.—Industrial agents of railroads and the industrial department of the Chamber have effected a cordial co-operation, and frequent meetings will be held for further promotion of this feeling. The purpose is to bring about a condition under which a railroad industrial agent may use all the facilities of the Chamber, when he is seeking a new client for his line. Many agents use the facilities already. Advantages of the use of the merchandise warehouse are made available.

Two Alton Companies Merge

ALTON, ILL., Jan. 3.—The Adams Moving and Storage Co., in business here since 1903, has consolidated with the Union Storage & Transfer Co., at 322 State Street, the owners of the combined organization being William J. Meehan and J. B. Adams. The merger gives the Union company three warehouses with more than 17,000 square feet of floor space, together with five motor trucks. The company will engage in both household goods and merchandise warehousing.

Norfolk Fire

NORFOLK, Jan. 13.—The warehouse and offices of the Chesapeake & Ohio Railway here, on Brook Avenue, were destroyed by fire to-night with a loss of approximately \$100,000, fully covered by insurance. Work on rebuilding the property will begin at once, it is announced.

The storage plants of the Southgate Terminal Corp. and the New York, Philadelphia & Norfolk Railroad, flanking the Chesapeake & Ohio, were menaced, but not damaged.

On These Bases :

Co-operation—Service—Better Methods

*The National Furniture Warehousemen's Association Is
Building a Business Structure—and Plans to
Advertise Itself Nationally*

Story of the Catalina Island Convention.

By H. H. DUNN

WITH Cooperation as its keynote, Service as its slogan and Better Methods as its objective, the National Furniture Warehousemen's Association to-day completed four days of as strenuous work, in its semi-annual convention, as the writer has ever seen in any one of more than fifty political, commercial and business conventions he has covered for various newspapers and magazines in these United States.

Getting down to business on the minute fixed for the opening on Jan. 19, the convention averaged eight hours a day of listening to reports, discussing problems, and adopting better methods of doing business.

Of the 540 members, 278 persons were in attendance, according to the report of Ralph J. Wood, Chicago, secretary of the organization. Every member present went on official record with the promise to bring in one other member during the ensuing year.

The entire membership of 540 is to be asked by the board of directors of the organization to do the same thing, which would thereby increase the rolls to 1080 out of a pos-

sible 1100 furniture warehousemen in the United States.

The most important results of this convention in my opinion were:

1. The complete realization that the public is the most important factor of the furniture warehouseman's success or failure; in other words, the warehousemen, like the automobile dealers, have discovered that the customer must be served.

2. The unanimous understanding that only by co-operation can the furniture warehousing industry be brought to complete success; and that only by closest adherence to the Golden Rule, not alone among themselves but in all dealings with the public, can the warehousemen hope to overcome the prevalent idea that the furniture mover and storer is an irresponsible "baggage smasher."

Possibly second to these results was the resolution to obtain uniformity in all contracts, bills of lading, warehouse receipts, storage blanks and other forms, in part for greater convenience between warehouse firms but in far greater part for the convenience and education of the shipping and storing public.

REPORTS were made on legislation; uniform methods, particularly as to storage orders and warehouse receipt forms; labor and the relations of the warehouseman to his employees; traffic; costs and accounting; pool cars; membership; publicity; rates; and insurance, in addition to the reports of the president, Charles S. Morris, New York; Mr. Wood, as secretary; the treasurer, James F. Keenan, Pittsburgh; the finance committee through F. H. Hebard, Chicago, chairman; and the executive committee, through W. H. Schaefer, Chicago, secretary. The regional directors also reported—Grant Wayne, New York, for the East; F. L. Bateman, Chicago, for the Central, and E. B. Gould, San Diego, for the West. F. E. Scobey, San Antonio, for the South, was absent.

Enthusiasm ran high throughout the convention, and scores of telegrams were received regretting the inability of members to be present. Problems whose correct solution is vital to the industry were taken up and solved to the satisfaction of the meeting.

One of the most important matters brought up was that of the relation be-

tween the depositor and the warehouseman. It was shown that the most valuable asset of the furniture storage operator is the confidence and good-will of the customer, and under this subject were discussed sales of goods for which storage had not been paid; charging of interest on overdue storage; suits for collection of storage; how to meet damage suits instituted by depositors, and a matter considered almost as important, the manner in which the customer is received in the office of the furniture warehouseman.

Square Deal for Patrons

Throughout this discussion, however, the most important result produced was that the furniture warehouseman, in obtaining his customer, in retaining his customer, in serving his customer, and in settling with his customer in case of damage, should be willing always to give the customer a little the best of the deal; should always avoid lawsuits, wherever possible, and should observe strictly the letter as well as the spirit of his contract, whether verbal or written. Some of the most successful warehousemen

present declared openly that they had built their success largely on this one factor, of pleasing the customer, even at what might be considered a financial loss to themselves.

In connection with this, it was stressed by the whole convention that every detail of the agreement between the warehouseman and the depositor should be in writing; that declared valuation should accompany every article, and that a higher rate should be charged for storage of articles on which the declared valuation is more than the customary \$50 per package. Along these lines, a code of ethics was presented by a committee, of which Mr. Bateman was the chairman, which was generally approved, but to which one addition was made. This code of ethics will be presented to the annual meeting this summer, and there is every indication that it will be adopted as presented.

Uniform warehouse receipts, uniform methods of accounting, uniform acceptances, and a systematic method of shipping household goods wherever possible only to members of the N. F. W. A., were agreed upon and received the approval

of the convention. Many of these matters will be brought up again at the mid-summer meeting, but most of them were settled at this convention. Quite probably, the most important result of this convention to the warehousemen, was the agreement to co-operate, not alone in handling shipments to each other wherever possible, but in reporting back to the shipping warehousemen the condition of shipments. Next to this came the decision to inaugurate a nation-wide advertising campaign, to educate the people in the improvements in warehousing, storage and transportation methods.

"The idea of the warehouseman held by most people," said one speaker, "is that obtained from the smashing of trunks and packages done by the expressman in the motion-picture comedy. That there are modern methods of handling goods of all kinds in storage and transportation, and that these methods are in use by every member of the N. F. W. A., is generally unknown to the people. They must be educated to the fact that the old 'baggage smasher' is passing away and moving from the stage very rapidly."

To Advertise Nationally

To counteract this idea, the advertising campaign was approved, and the publicity committee will work with the directors of the association on the methods by which this campaign will be carried on. A slogan has been called for, something which will do for the furniture warehouseman what "Say it with Flowers" did for the florists, or what "Save the Surface and You Save All" has done for the paint and varnish producers. President Morris has offered a loving cup as a prize for the best such slogan, to be accepted by the publicity committee, of which Walter E. Sweeting, Philadelphia, is chairman.

Confidential relations with the installment-plan furniture houses were approved, after considerable discussion on this subject, which was considered of the gravest importance. Absolute refusal to move liquor, unless the owner had a permit for its removal, was the stand taken by all of the delegates, and it was brought out, from the relation of several personal experiences, that, in cases in which warehousemen had moved liquor concealed in packages of whose contents they were in ignorance, the warehousemen had been held innocent by the Courts in every instance.

Pool Car Liability

The question of liability in pool cars came up for an important place in the meeting, following the report of W. I. Ford, Dallas, chairman of the committee on that subject. It was held that, in a case in which a customer has chartered a car, and has not had goods enough to fill it, it is vitally essential that the consent of that customer be obtained before the warehouseman attempts to fill up this car with shipments belonging to other customers.

Uniform methods of costs and accounting brought on a long and valuable discussion, and the convention accomplished much in approving the report of the com-

mittee on such a uniform method, when it had been shown that the members generally are not using the system recommended by that committee of which William T. Bostwick, New York, is chairman.

Convention Opens

BEATING time with an orangewood gavel presented by Grant Orth, Orth Van & Storage Co., Pasadena, Mr. Morris opened the convention at 10 A. M. on Jan. 19. The National's president stressed organization as the key to the whole future of the furniture warehouse industry. He said in part:

"This long journey, across the major part of the continent by the greater number of our members to attend this convention marks a new epoch in the history of the industry. When this journey was proposed, and this location for the convention suggested, many of our members forecast the failure of the plan—but this gathering here proves it a complete success, demonstrating the loyalty, love and increased interest of the members. I hope for, and I urge upon you, the freest and most abundant general discussion of all the problems that confront you and of all the addresses and reports that are made upon these problems, for discussion is the best means to raise our operations consistently to a higher plane than ever before.

"The National Furniture Warehouse Men's Association is strong in its financial condition, and it has grown in 18 months to 540 members. The future of the industry depends on organization and co-operation. The factor of co-operation is most important. It protects the patron, it attracts business, it cuts out all sharp practices, and it keeps a clean house within the industry. No business has a right to exist unless it serves, and real service brings its own immediate, practical and tangible reward. Efficiency, honesty, and integrity are demanded in all industries, and in the furniture warehousing industry as much as in any of them."

Ralph J. Wood, Chicago, secretary, read a congratulatory letter from President Harding conveying regrets that he could not attend the convention here and extending to the National his best wishes.

Mr. Wood in his report said the association had approximately \$14,000 on hand and announced a membership drive for 750 members. James F. Keenan, Pittsburgh, submitted his report as treasurer. Reports of regional directors followed. Grant Wayne, New York, for the eastern, reported a generally successful year for the State associations of New York, New Jersey and Pennsylvania and the Baltimore association. F. L. Bateman, Chicago, for the central district, said business there was "spotted a little below par, but is improving, with the association spirit barometer rising." Owing to his having been absent in the Orient for several months, Mr. Bateman called on Martin H. Kennelly, Chicago, for a report on Illinois.

"The association spirit is saving the day where business is poor," said Mr. Kennelly. "The association is now fight-

ing the battle of Illinois warehousemen in an effort to obtain lower premium rates on the bonds demanded by law for such companies."

E. B. Gould, western regional director, uncorked a flood of southern California oratory much warmer than the cold wind which swept in from the sea and compelled the closing of all the doors and windows on the eastern side of the hotel. Mr. Gould is fourth vice-president of the association and also director of the destinies of the Pioneer Truck Company, San Diego. He welcomed the delegates in the name of the Pacific Coast Furniture Warehousemen's Association, and gave the convention something to think about by urging regional meetings of the National every year, so that the members from each section of the country would have better and more frequent opportunities to get acquainted with the problems of other sections and solutions found for those problems. Reverting to conditions on the Pacific Coast, he said:

Coast Business Good

"Every town of any size on the Pacific Coast is represented here to-day. The year just closed has been good; business has been and is normal in California. This State, indeed, has been the one bright spot for the furniture warehousemen. The Northwest has been about 50 per cent normal, but business has been very, very good all year for us. We are nearly 100 per cent in membership and spirit for both the Pacific Coast and National associations, and there is improvement in sight. Efficient management is all that we need for another successful year."

The document which created the widest interest and the largest volume of discussion during the first day was the report, read by Mr. Wood, of the legislative committee, of which the chairman is Walter C. Reid, New York. This report urged adoption by all the States of a uniform State law on warehouse receipts for household goods, forty-four States already having enacted it. Favoring the non-negotiable receipt, the report said:

Legislation

"The limiting of liability by the warehouseman fails to stand the test of the Courts, and this committee is working for a law limiting the sum for which the warehouseman is liable. It is claimed that this cannot be done, and that the declaration of value by the depositor is the only relief. Then we must have a declaration of value in which it may be better to declare a higher value than the customary \$50."

Mr. Reid's report urged furniture warehousemen to make it a rigid rule immediately to notify depositors of all damage as soon as it was noticed, or as soon as it occurred, and to consult the best attorneys obtainable on every legal move, such as attachments. "Employ your counsel by the year," continues the report; "it is the cheapest and gets the best results in the long run."

It was suggested that it is often cheaper to compromise small claims than



A prophet now without honor is the man who predicted that it would be a mistake to hold a warehousing convention "so far away" as the Pacific Coast. Member companies to the number of 278 were represented at the Catalina Island meeting, in all more than 300 persons attending. Fifty per cent of the National's members and 90 per cent of the members of the Pacific Coast Furniture Warehousemen's Association were there, companies identified with the National coming from cities as far east as Philadelphia, Newark, Buffalo, Washington and New York

to enter into litigation even when the prospects of winning the suit are good. The report took a firm stand against loans to depositors on goods stored. A consistent policy of demanding the return of receipts on delivery of goods to the depositor was urged. In regard to packing, without orders from the depositor, even when such packing is manifestly necessary for the safety and preservation of the goods, the report said that the warehouseman might not be able to collect for this work, and when he did it he must do it at his own risk.

An interesting point brought out by this report is that goods still in the car on the main track, even though stopped at a station or warehouse and left there, are not legally considered as delivered to the warehouseman until the car has been run onto the siding or industrial track.

The problem of the intoxicated, irresponsible and habitually dishonest employee was brought up in the report, which declared the warehouseman in most cases probably would be held responsible for the derelictions of these employees. Employers, therefore, were urged to be most careful in the selection of employees as a safeguard for themselves.

One of the matters in which all the warehousemen are concerned all the time is the failure of the depositor to pay the charges for storage. The legislative committee went into this rather in detail, saying in part:

"The right of sale as delineated in the receipt is of no avail, and recovery is not restricted, when the depositor sues, to the price of the goods in the market, but to his real monetary loss."

The present method of advertising these goods by the warehouseman, prior to selling them, was declared to be a safe, but expensive, method.

Discussion subsequent to the Reid report was led by Joseph W. Powell, president of the Cold Spring Storage Co., Inc., Buffalo, who urged publication of detailed lists of articles offered for sale, in the "Furniture for Sale" columns of the newspapers as well as in the foreclosure notices, since, he argued, "only dealers in second-hand furniture, and others specially interested, ever see the foreclosure notices, while the general public, which usually will pay higher prices and make an auction more active, sees and reads the furniture-for-sale notices." Mr. Powell stressed also the point that the warehouseman should put himself in the

place of the depositor, and do the thing which he would want done, were the positions of himself and the depositor reversed. He made the point that it is the value to the owner, and not the market price, which is considered by the Courts, in case the owner starts a conversion or other form of suit.

In further discussion, warehousemen contended that the only safe way to obey the law on these sales of property on which charges had not been paid, was to list every article, with a description, in the advertising. It was shown that the customer cannot waive his rights by a prior receipt, according to Professor Williston of Harvard. By grouping items of similar kinds, it was explained that the number of articles to be described in each advertisement could be reduced, and something saved from the large cost of newspaper advertising.

The majority of the speakers advised that packages of unknown contents be opened prior to the sale, and that articles of value found therein, and not listed, be held indefinitely by the warehouseman, rather than sold, in order to be prepared to meet all claims. It was urged as important that at least three witnesses be present when these pack-



H. W. McAbee, manager of the Hotel St. Catherine, where the delegates met, said: "In all my long experience as a manager of hotels in various parts of the country I have never seen so successful a convention, so ably conducted. While the proper proportion of entertainment and enjoyment was injected, the major part of the time was devoted to business. These men have a proper sense of relative values of work and play. The ladies of the party manifested a wide comprehension of the business which brought the men to Catalina Island"

ages are opened and the unknown contents removed. This is a subject which comes up at the association meetings every year, and, though the older members apparently are agreed upon it there seems also to be some question as to the exact rights of the warehouseman under the different conditions which surround almost every case, even though it be fundamentally similar to other cases which have been handled in this manner.

One solution offered was that of sending a notice to the delinquent depositor advising him of the exact date on which his package would be opened, and then opening them on that date, so as to give opportunity to advertise specifically for sale the unlisted articles found in these packages. President Morris at this point urged that all consideration be given to the depositor, no matter how far delinquent he might be, and that the Golden Rule be applied to every detail of procedure by the warehouseman. Another plan suggested, which was said to have been used with good results by several of the delegates, is the bidding in, by the warehouseman, of all such consignments which have valuable objects concealed in packages. The warehouseman then holds these packages, and again attempts to get into touch with the delin-

quent depositor. Failing in this, he holds them for such period as his attorney deems necessary, always remembering not to hold them until such time that the storage charges will run beyond the value of the goods, and then sells them.

Following the luncheon hour, discussion of various points listed in the program, and growing in the main out of the legal phases of the industry, was continued with the following results:

Co-operation of the warehouseman with the installment-plan furniture houses was approved.

Obtaining of permits before attempting to remove liquor was held to be vitally necessary to the safety of the warehouseman. In connection with this, it was cited that on several occasions the Courts had held that the warehouseman who transported packages which he honestly did not know contained liquor, was blameless, provided he could prove that he did not have such knowledge.

The question of what should be done with goods whose owner has been declared of unsound mind, for whom no conservator has been appointed, provoked much discussion, in which many held that the goods should be held indefinitely, or until the warehouseman could obtain his own appointment as executor for the par-

ticular property on which charges were due. This problem finally was referred to the committee on legislation for a report at the next meeting.

In the case of the death of a property owner, it was generally agreed that the best method was to find the next of kin of the decedent depositor, or, if this be impossible, to have the warehouseman appointed as administrator for the property held in storage.

Then came the question whether the warehouseman is warranted in protecting fragile or valuable goods by adequate packing, when such goods are offered for storage without proper packing and protection. This led into two branches, the question of protection from moths, and from breakage. It was held that the answer to this is a matter of salesmanship and service, in convincing the depositor that such packing is necessary and in persuading him to pay for it. If such protection is given without the owner's agreement to pay for it, it seemed to be doubtful, in the opinion of the majority, that the warehouseman could collect for his extra work.

It was generally considered that the bond and license Act of Illinois, or similar Acts, would prevent "fly-by-night" storage and warehouse companies get-

ting into the business, but the delegates voted "No" on a proposition that the National recommended the passage of such a law in all States.

Handling or releasing of goods in the case of a lost warehouse receipt brought on a flood of discussion, and it finally was decided to refer the problem to the legislative committee for a report at the next meeting.

Following this discussion, Charles A. Post, an attorney of Los Angeles, read a long paper of "The Warehousemen's Lien."

Mr. Post's paper will be published in a future issue of *Distribution & Warehousing*.

Uniform Methods

At the opening of the second session, Jan. 20, S. C. Blackburn, Kansas City, chairman of the uniform methods committee, presented his report, accompanying it with the book of household goods warehouse forms which he offered for consideration at the National's annual convention at Bigwin Island, Canada, last July. Mr. Blackburn said in part:

"It is with regrets that your chairman must beg your indulgence for not being able to present a number of new forms which are in the process of completion. The mass of sample forms accumulated, and the good points in so many of them, has made it a physical impossibility to digest them and produce new forms, a composite of the good points of each. This all requires an immense amount of work and study, and sickness and a number of lawsuits has kept your chairman from devoting as much time as was required to complete new forms. We have, however, passed out to you to-day a booklet containing the forms presented at Bigwin Inn. You probably have noted them carefully and are ready to criticize or offer suggestions that may improve them.

"You must remember that your committee depends upon you to furnish us with forms and ideas, and, like yourselves, we can probably produce better forms than it is possible for any one of us to do by himself. For our company [A-B-C Fireproof Warehouse Co., Kansas City], we thought we were well fortified where protection was needed, and that our forms were about as workable as could be made. I do not hesitate to tell you that some of them have been discarded entirely, and changes made in many. It will be time well invested for you to check up on forms used in your own office and see if you cannot improve upon them. We are sure you will find new ideas in these forms presented."

The forms presented by Mr. Blackburn included (1) warehouse receipt; (2) proposal form for storage; (3) tally sheet covering new lots; (4) removal order blank; (5) shipping order blank; (6) piling and packing cards; (7) coupon invoice; (8) storage invoice; (9) pink return envelope; (10) straight and order bills of lading; (11) storage order form; (12) signature and identification card.

After calling attention to the report on selling goods, prepared by W. T. Bostwick, New York, and submitted at

the Bigwin Island meeting, Mr. Blackburn continued:

"Your committee has in process of completion packing reports, packers' manifests, shipping manifests, partial delivery blanks, instructions to warehousemen, and some others of minor importance. We expect by the annual meeting to have prepared a complete set of forms for the average warehouse.

After presenting his report Mr. Blackburn emphasized the difference between limitation of liability and declaration of value as affecting a warehouseman's responsibility in case of litigation. These clauses in all warehouse receipts must be clearly defined and distinguished, he said, and more especially as it had been held frequently that the limitation of liability clause was not a protection; nor could the warehouseman limit his liability if negligence could be proven, in the same manner as a common carrier.

It was the sense of the discussion that a rate can be arranged according to value; that is, the higher the value, the higher the rate of storage charge, provided the customer signs such an agreement. James F. Keenan, Pittsburgh, explained the form his firm, the Haugh & Keenan Storage & Transfer Co., has been using with success. This form contains, in the valuation clause: "The owner or representative of — agrees to pay an additional charge of one-half of one per cent per month thereon." This covers, Mr. Keenan said, the valuation of packages held by their owner to be worth more than the usual \$50. Others held this excess valuation to be largely influenced by local conditions, State laws and similar factors.

After discussion of the proposal form as compared with the storage order, Mr. Blackburn announced that his committee would work on one form to cover all orders and containing also the conditions of the warehouse receipt, which would be presented at the next convention. The suggested tally sheet also would be developed and improved, Mr. Blackburn said, and would be made to carry a memorandum which could be torn off for the bookkeeper.

President Morris instructed the uniform methods committee to make a collection of the forms used by the 540 members and present them at the next annual meeting.

What Is "Fireproof"?

At the afternoon session was discussed "How may pad and paper impressions in mahogany furniture be avoided?" This discussion brought out that oiled, but not waxed, paper was by many considered superior for such wrapping. Furniture manufacturers came in for a mild condemnation for the use of cheap varnishes and the application of a second coat before the first dries; such coats, it was charged, soften under pressure and scar easily. Glacine paper was advocated by some as preventing pad impressions.

Discussion of so-called fireproof warehouses developed the danger of advertising "fireproof storage" and the safety of advertising "fireproof warehouses." It was indicated that while a building may

be theoretically as fireproof as it is possible to construct it, nevertheless the storage is not fireproof and if so advertised was likely to involve the warehouseman in heavier damages than he otherwise would sustain in case of fire.

Mr. Keenan said his firm advertised "fireproof" and "fire-protected" warehouses, the latter in place of the "non-fireproof" previously used. It was said that British associations of warehousemen bar the use of the expression "fireproof house."

E. B. Gould, San Diego, as vice-chairman of the labor committee, presented a report based on questionnaires received from members in all States. From a diagram he presented Mr. Gould adduced: (1) There is an excess of labor in nearly all States. (2) There is unproductive time of 10 to 50 per cent, varying widely in the different States. (3) There is an increase in the unproductiveness of labor, noted by virtually all the members. (4) There is a profit made on labor by most of the warehousemen after they have charged off the overhead properly to be charged against this department.

After citing unemployment figures generally in the country, Mr. Gould said:

Service on Efficiency

"There are signs of a better understanding in all lines of work, including our own, between the employer and the employed. The inevitable reduction in wages is always attended with some hardship but the movement has been for the most part orderly. . . . Employers, in these times and conditions, should be charged with the responsibility of training their men—particularly men up to 30 years of age, for they are then in the formative period. Another thing we as employers should remember is to so regulate our own actions as to set a good example for our men. . . . We want good quality, even though it costs more, but we should remember that wages on the average should be coming down and not going up. . . . If an employee wishes to join a union, but in all ways lives up to the rules of his employer in relation to business and to his fellow-employees, he upholds the law.

"Let us discard price and wage-boosting and substitute service, placing our relations on thrift, efficiency in management and co-operation in labor as a means of money-making. Business cannot be done at a loss, and 1922 should see this price and wage readjustment which will bring raw material, labor, prices and service into normal and, eventually, profitable relations with one another."

Trend of opinion during subsequent discussion was that the employer should (1) take his employees more into his confidence; (2) impose greater responsibility on each employee; (3) seek out the capabilities of his employees, so as to promote them when positions are to be filled; (4) allow employees to purchase stock in the company if it is incorporated but not allow them to hold the stock-ownership as a club over his head.

Mr. Gould discussed the influence of appearances on the giving of such service as wins customers' confidence. He

mentioned (1) advertisements; (2) the outside of the building as the customer approaches; (3) the inside of the building, that is, the reception room, and (4) appearance, attitude and relative courtesy of the clerk who meets the customer.

"The first appearance of the clerk is of the utmost importance," Mr. Gould said, "since he is the representative of your business and yourself, and it is upon the impression that he makes that much of the confidence of our customer is built up, or destroyed."

"If it is true," said one delegate, "that 'a man is known by the company he keeps', then it is even more true that a company is known by the men it keeps."

Courtesy, accuracy and promptness were emphasized as business-getters and confidence-creators in the use of the telephone in getting storage and transportation business.

It was urged that all members of the National unite on charges and on service; that price cutting was a "stone age" method of salesmanship and that uniform methods would give the best results to both warehouseman and customer.

Opinion was about equally divided as to whether it would be better to keep up wage scales and thereby retain and obtain better men, rather than to reduce wages while the opportunity is present, before the reduction of unemployment gives the employees the upper hand again. Success with bonus plans has been neither widespread nor uniform, according to speakers, who in general expressed belief that this was a matter of individual opinion and local conditions.

As regards unions and the open shop, bargaining with workmen appeared to have the balance of favor in the discussion, it having been shown by Mr. Gould that the majority of the furniture warehouses in the United States are operated on the open shop plan.

Watch Your Overhead

Mr. Gould commented that many warehousemen deceive themselves by not adding the proper share of overhead expense to the trucking department in order to get the cost and figure the selling price on truck and driver time. "Automotive vehicles," he said, "are a tremendous factor in establishing the cost and the operating expenses of the furniture warehouseman. He should watch them closely."

Discussion of the report presented by the cost finding committee, William T. Bostwick, New York, chairman, disclosed that the National's members have not generally adopted the accounting system presented by the Bostwick committee. The convention by unanimous vote approved the system. Regret was expressed that only about 10 per cent of the members are using it.

THE report of the membership committee, J. H. Troyer, Chicago, chairman, was presented at the opening of the third day, Jan. 21. The report expressed opinion that the best way to increase membership was for every member to send letters to warehousemen outside the

association. Mr. Troyer said the present membership was 540 and the potential membership 1100. Discussion brought out these suggestions:

1. Organization of local warehouse clubs, to be affiliated with the State, regional and National associations.
2. Holding of special meetings in towns where there are several warehousemen, with a selected list of business men in other lines invited.
3. Visits by the executive secretary of the National to every local and State association, to tell of the National and its work.
4. Appointment of one member in every locality, whether it has a local association or not, to work toward attracting other companies into the National.
5. Full verbal explanation of the membership benefits, to other warehousemen.
6. Extension of personal

vention for further consideration. It reads:

"As a member of the National Furniture Warehousemen's Association, it is our duty:

"First—To consider the business in which we are engaged worthy of our best effort; to improve our methods, increase our efficiency, and render a full measure of service for reasonable compensation.

"Second—To foster and maintain a spirit of good will with the public whom we serve, believing that courtesy is the first essential required of the public servant, and to be at all times honest and fair in our public relations.

"Third—To adhere strictly to a policy of truth in advertising, and never to mislead with dishonest intent, by inference or otherwise, in publicity of any character.

"Fourth—To believe that our associates within the industry are men of honor, imbued with the ideal of mutual improvement and preservation of the high standard of our craft; and, in furtherance of such principle, to fulfill promptly all obligations due them.

"Fifth—To be interested in the welfare of our employees, considerate of their health and working conditions, to the end that their best effort may be enlisted in the service.

"Sixth—To carry out the spirit and the letter of all contracts in which we engage; to respect and observe those principles of association to which our organization subscribes.

"Seventh—To dedicate, with great good will, our time and energy to the conduct of our business on the high principle of the Golden Rule, believing that in no other way will a reasonable measure of compensation be permanently assured for services rendered."

To Minimize Damage

The report of the traffic committee, of which Mr. Bateman is chairman, was presented, as follows:

"In our report at the last annual meeting, we said: 'A very substantial factor in the business of our membership is the packing and shipping of household goods.' To sell more of this service to the public is the objective of each member and that confidence that he or she would obtain value received is the determining factor with the customer. That there are many concerns, largely outside the Association's ranks, who, by means of high-pressure salesmanship, secure orders, but deliver greatly inferior service, is certain. A feeling of bitterness toward all engaged is only too frequently lodged in the public mind, and we propose, as an effort toward the remedy, an operation which will check the character of work performed by the members of this Association to the end that a high standard of service be maintained, ultimately fixing in the mind of the public a guarantee on all service produced under the Association label. This plan, approved by the Bigwin Island meeting was, in substance, as follows:

"The use of a simple 'short and damage' report form on which the receiving warehouseman would advise the shipping warehouseman of any discrepancy noted on delivery, and the cause thereof, in his opinion. This has brought the suggestion that a spade be called a spade, and that, when necessary, professional courtesy be eliminated, and the facts be emphasized. Copies of such reports are to

PACIFIC COAST MEN CONVENE

CATALINA ISLAND, CAL., Jan. 21—The Pacific Coast Furniture Warehousemen's Association held its annual meeting in conjunction with the convention of the National. After a brief address by E. B. Gould, San Diego, president, officers were unanimously re-elected as follows:

President, Mr. Gould; first-vice-president, W. A. Hicks, Sacramento; secretary, J. W. Cameron, Los Angeles; treasurer, Grant Orth, Pasadena. District vice-presidents, W. G. Dickinson, Seattle; W. H. Whipps, Fresno; J. R. Driver, Berkeley; C. W. Olsen, Portland; R. J. Bekins, San Francisco; H. S. Dawson, Stockton; F. L. Allen, Los Angeles. Directors, W. E. Brock, Los Angeles; Milo Bekins, Los Angeles; Judson Davis, Los Angeles; Homer N. Duffy, Santa Barbara; Frank R. Palmateer, Los Angeles; E. B. Gould, San Diego; Grant Orth, Pasadena. In place of F. A. Lossing, who has retired from warehousing, J. H. Meldrim was elected district vice-president for Long Beach.

The growth of the Pacific Coast organization was outlined by Mr. Gould, who said there were 72 members, a gain of 20 per cent since the first of the year, and 90 per cent of the membership was attending the National's meeting. President Morris of the National thanked the local association for the hospitality extended.

contact in every way possible among warehousemen.

President Morris called on every member present to get one new member during the year, and the secretary was instructed to send written instructions to members not present, to the same end.

A code of ethics was presented by a committee headed by F. L. Bateman, Chicago, and was referred to the next con-

be filed in the central office of the Association, recapitulated quarterly, and a table of average performance in terms of damage per package be printed in the association's journal.

"It has been the earnest desire of the chairman of the committee to give close application to the inauguration and development of the plan, all of which has been delayed by a prolonged absence. Shortly after the first of the coming month, however, these blank forms will be distributed and the machinery put in motion. We have here a copy of the committee report, in which the operation was detailed, in the event that further discussion is deemed desirable at this time.

"It is sufficient again to emphasize the value of establishing that respect and confidence in the public mind which shall at once command a premium for and make the service and product of Association members sought for in every section of our country. Bankers and merchants have struggled for and paid immeasurably for the thing we seek, and we can have it only by a self-imposed discipline of this character.

"Now, we are not endeavoring to force a situation on the number whose field is in the poorer section of a city or in a small town, that will drive away business by increased packing costs, but we are trying to eliminate carelessness and indifference, and firmly to establish the proposition that wherever household goods are shipped, the consignment should travel only with proper protection.

Service Behind the Symbol

"We must endeavor to take household goods out of a class regarded by freight claim agents as 'undesirable', so far as the operations of this Association are concerned, and to give the carriers and the public alike an assurance that approximately perfect service is available under the symbol of the National Furniture Warehousemen's Association.

"The guide to freight and shipping rules and practices to be printed for public distribution and customers' use is nearly completed, and the completed draft will be submitted for approval at the next annual meeting. Owing to pending changes in the consolidated classification, this booklet could not be completed prior to the departure of the writer. For the past six months, no changes of radical importance affecting household goods have been made in transportation rules or practice.

"A proposal was made by western lines to change minimums on household goods in carload lots to a basis that was wholly inconsistent with reasonable loading performances. Their purpose was to establish a minimum of 12,000 pounds on 36-foot cars, with Rule 34 operating on larger cars as effective in official classification territory in place of the present flat minimum of 20,000 pounds on all-size cars. A petition was prepared and an oral argument made before the Western Classification Committee, which resulted in the defeat of the proposed change.

"The rule carried in the consolidated classification concerning compulsory prepayment of household goods has been changed authorizing agents to determine the responsibility of shippers, and to accept shipments at his discretion, with charges following.

"Cancellation of the war tax on transportation effective Jan. 1, in effect af-

fords a substantial reduction in freight burdens.

"Among traffic items of interest is the proposed amendment to the Pomerene Bill of Lading Act, Section 20-A, covering goods loaded by a shipper at a public freight house or public platform at a station where the carrier maintains a freight agency; the carrier shall, upon request of the shipper, during the loading, count the pieces or packages of goods, or make other proper description thereof and ascertain the kind and quantity of bulk freight within a reasonable time after such written request, and the carrier in such cases shall not insert in the bill of lading, the words 'shipper's load and count,' or other words of like purport indicating that the goods were loaded and counted by the shipper, or the description of them made by him. If so inserted, contrary to this provision of the section, such words should be treated as null and void, and as if not inserted therein.

"The amendment also stipulates that the carrier shall not by notice, receipt, contract, rule, regulation, practice or tariff, seek to give to a bill of lading issued under the circumstances above stated, the effect of a bill of lading containing the words, 'shipper's weight, load and count,' or words of like purport; and any attempt to do so shall be null and void. The regulation will not, of course, be operative on cars loaded at private sidings or private industries.

"There has been a great deal of pilferage in transit during recent years, and shortages are being noted constantly in 'shipper's load and count' cars, the responsibility for which has been admitted only rarely by the carriers.

"This amendment is to provide for such undefined responsibility, but it still leaves unsolved the question of shortages reported out of cars loaded on private switches.

"There is a constant effort on the part of freight claim agents to reduce household goods claims, and the committee has the assurance that there will be present at our next annual meeting one or more representatives of the freight claim association and the carriers' inspection bureaus to discuss this matter with us in open session.

Bill of Lading Notation

"Until progress is made in the direction of reducing freight claims, a lower rating on household goods is impossible. In fact, we are inclined to think that it will be some time before a reduction will be considered, as the average level of rates on this class of traffic is fairly consistent with that of other commodities.

"Members, of course, are all familiar with the rule effective Nov. 21, covered by Supplement No. 2 to the consolidated classification covering a graduation in valuations, with corresponding rate-basis governing. A stamped notation on the bill of lading, reading as follows, is now universally recognized on all bills of lading:

"I } hereby declare the value of each
"We } article of household goods herein described
as — cents per pound.

"Signature of shipper."

"Your chairman attended the hearing on the docket covering this item, but did not protest it on advice of the classification committee that the difference in rates charged on different valuations accurately represented the difference in cost of handling the traffic by reason of the greater liability assumed.

"In this connection, it is well for the National Furniture Warehousemen's Association to take cognizance of what the common carriers assume to be reasonable compensation for added liability, and measure it against a similar public liability in handling the same commodity. It will be found that the small additional compensation asked by certain of the members of the Association for increased public liability is not at all unreasonable. There is frequently marked difference between a commercial value of household goods and a personal or sentimental value, and we believe it is, therefore, consistent and lawful for a shipper to declare valuation for purposes of transportation on a commercial or market basis, and cover through the medium of a trip transit policy for a greater personal valuation. Liability to replace has much to do with personal or sentimental value of household goods.

Truck Competition

"Attention is directed to the growing number of motor truck highway carriers now operating, a number of which are catering to household goods shippers. It is suggested that a report of all such concerns, their methods of operations, tariffs, etc., to be mailed to our secretary. If competition of any character develops with our members—as it undoubtedly will—ways and means should be discussed freely by this body. Some sort of national or State regulation no doubt will soon be necessary in connection with this class of carriers, and the officers of this Association should be supplied, wherever possible, with data in order to act intelligently.

"The United States is the richest and most highly developed civilized unit among the peoples of this earth. The National Furniture Warehousemen's Association is the largest and best body of custodians of personal property extant. In public relation, in private enterprise, in fact, in every detail of the conduct of this industry, it should be given the careful supervision necessary to maintain public good will, and merit the continuance of successful and profitable operation which is always assured those who render a fair and honest accounting of stewardship."

In the discussion which followed the matter of a uniform loss and damage form for reporting the condition of shipments on arrival was referred to the committee and met by the announcement from Mr. Bateman that these forms would be ready for consideration and presentation Feb. 1.

In connection with the traffic question, the report of the special committee on handling pool cars, of which W. I. Ford, Dallas, is chairman, was read by Milo Bekins. The report was brief, covering four points, as follows:

"1—That the warehouseman should not use space in a car chartered by a customer without the written consent of the customer.

"2—That, in return for the customer's consent, the customer should be given 50 per cent of the net revenues for the other shipments in his car, the warehouseman taking the remaining 50 per cent.

"3—That the warehouseman who is doing a pool car business should allow the customer 10 per cent reduction on charges of a carload rate.

"4—That the warehouseman who char-

ters a car for his own account and expense should charge the customer no more than the l. c. l. rate of the carrier."

In further discussion it developed as the opinion of the delegates that the warehouseman who makes up pool cars assumes no liability to his depositor until delivery of property at destination, or, at worst, only a nominal liability which can be transferred to the carrier under a bill of lading agreement. It also was brought out that the warehouseman never should agree to transport goods *To Destination*, but only to deliver *To Carrier*. Other points stressed in this discussion were:

1—That the warehouseman should use care in selecting unpackers who will not create a bad impression by unfavorable comment concerning the packing and shipping warehouseman to the customer.

2—That the shipping warehouseman should take care of losses when the receiving warehouseman writes back that the packing was bad, but should not guarantee the condition of goods on arrival.

3—That the handling of a shipment by several intermediate warehousemen should be watched closely so that responsibility for breakage or loss can be fixed where it really belongs.

4—That each packer employed by a warehouseman should have an individual number and should be compelled to put a slip bearing that number into every package, so that responsibility for bad packing can be traced.

5—That customers should be informed, by special delivery letters, of the necessity for cleaning or moth-proofing of rugs, or the repacking of delicate articles. Warning was given, however, that such packages should not be opened without the consent of the owner, in writing.

The main result of this discussion was that an opinion was reached that the association should endeavor to establish a system of guarantees of shipments among the members of the National. Continued discussion on this report, which was considered one of the most important of the convention, crystallized around two points:

1—That the forwarding order should always state that the warehouseman has the right to select the carrier line by which the shipment is to be made.

2—That uniform packing rules would furnish a remedy for many damages now sustained by the customer, the carrier and the warehouseman.

Publicity and Advertising

WHEN to-day's session, the final one, opened, Secretary Wood read an invitation from the Pennsylvania Furniture Warehousemen's Association asking the National to meet in or near Philadelphia this summer. This was referred to the director. General opinion seems to be that the next meeting will be held at Mackinac Island, where the association was organized in 1920.

Walter E. Sweeting, Philadelphia, presented his report as chairman of the publicity committee in two parts. Part I reads:

"It appears to your committee that the chief problem to which its efforts should now be addressed is to make

known to the general public the existence of the National Furniture Warehousemen's Association and all that it stands for. If this can be accomplished it is quite evident that the identification of individual firms as members of the organization will make for the credit and financial advantage of each of us. During the past half year the efforts of your committee have been directed somewhat to this end and somewhat to giving publicity to the organization among non-member warehousemen.

"An order has just been placed for two kinds of decalcomanias, or transfers, showing the seal of the Association, in colors, with the word 'Member' in red and gold immediately above. The total height of these decalcomanias will be nine inches and the width about five inches.

Seals Are Popular

"One kind will be for use on office windows; the other for use on vans or any painted surface, such as wood or steel. A number of our members have been using prominently in their advertisements to the general public in newspapers, theater programs, etc., the seal of the Association. The reproduction of this seal on office windows and moving equipment will aid in their publicity. Even to those members who have not yet started to use the seal in their advertising, these decalcomanias are certain to prove of benefit. Judging by the large and prompt response to the circular letter sent out by the committee, announcing the preparation of the decalcomanias, this action has proved most acceptable. Thus far orders have been received from 148 firms for 1367 decalcomanias.

"Your committee also has distributed among our members several hundred thousand additional poster stickers, and it is most gratifying to find that, with few exceptions, all correspondence received from fellow members carry these. Some members are using the stickers on every letter sent out, and this would seem to be a valuable means of bringing the Association to the notice of the public.

"The use of the stencil, identifying the shipping warehouse as a member of the National, as placed on all crates, boxes, etc., comprising a shipment, appears to be general, and no instance of a member warehouse failing to so mark shipments has come to the attention of this committee. Within a short time, every member will receive a sample of a printed folder to be issued under the auspices of the Association, but to be printed so as to carry the imprint of the firm making the distributing. By having the printing done co-operatively it is believed these folders can be produced in large quantities at small cost and that they will aid in popularizing the Association and in strengthening the position of our members. It is also contemplated issuing general circulars bearing individual firm imprints, the purpose of which will be to show the public the high ethical standards and business practices of our members. One upon the subject of 'Civility,' as outlined by Walter C. Reid, probably will be the first of such folders offered to you.

"Among the principal activities of this committee during the last six months is one practically unknown to the members at large.

"Close to 10,000 letters have been sent out to warehousemen throughout the country who are not members of our Association. These have been issued on

the stationary of various of your officers and directors, and have come directly from these individuals. It was the purpose of these letters to tell non-member warehousemen of the great work being done by the Association, of the benefits of membership, and to show the immediate value of such membership by giving them real practical suggestions.

"We believe that the results of this activity have been two-fold: first, it has produced a number of acceptable candidates for membership; second, it has increased the prestige of our Association in the minds of many hundreds of warehousemen, and, we believe, will later lead to considerable increases in our membership."

The possibilities of publicity and advertising for the National in a national way were touched upon by Mr. Sweeting in Part II of his report, which is the result of a resolution adopted at the Bigwin Island convention directing the publicity committee to investigate the situation. The problems which require answers, the report said, are these three:

1—Should the National conduct a national publicity or advertising campaign?

2—If so, should the campaign be (a) general publicity through the news columns of newspapers, magazines, etc., obtained by a general publicity representative? or (b) national advertising through the purchase of space in newspapers, magazines, etc., to be handled by an advertising agency?

3—If either such campaign is considered advisable, should the National work independently or should it co-operate with other warehousing organizations?

Mr. Sweeting continued:

"In order to clarify our study, let us first have an understanding, a definition if you please, of the terms *publicity* and *advertising*.

"Publicity may be defined as the state of being public, being well and commonly known. Advertising is a form of publicity. But of late years the word publicity in some uses has come to have a narrower meaning, to indicate news articles in magazines or newspapers about men or things, written and distributed by a paid publicity agent. This is the definition of the word publicity to be understood herein.

To Increase Sales

"Advertising has been defined as 'the art and science of influencing a profitable proportion of a given number of people to buy, through the written word.' By the term advertising as used herein, we intend to convey purely the popular meaning of the word, examples of which may be seen in every newspaper, magazine, as well as in bill-board and booklet form.

"Before we consider the facts bearing upon the solution of our problems, let us also clearly understand the objective. Why are we considering a national publicity or advertising campaign? The answer is simply this—to increase sales. There are other admirable and desirable things to be accomplished, but in the final analysis we will not undertake such a campaign, we will not spend our money for publicity or advertising, excepting it be to increase sales.

"The general public is woefully ignorant of our business. Many thousands

still believe that three removals are worse than one fire. That statement is no longer true. Through publicity or advertising the public can be taught the truth, taught that the modern storage warehouse uses care in handling goods equal to, possibly exceeding, that of the owner, and is actuated by sound business judgment which demands that the customer should be satisfied.

"Probably every warehouseman has met many customers who were immensely relieved to learn that his company not only could and would pack everything safely for shipment, but would also attend to preparing bill of lading, securing and packing the car, placing of transit insurance, and to all the hundred and one details incident to a shipment from one city to another.

"We all have been told too late by customers that they had sold all the furniture, and were only taking a few personal effects to their new home in a distant city, having heard that it was cheaper to sell and to buy new at destination, or possibly that even if they shipped their goods, everything would be ruined anyway, so they 'played safe' and sold out.

"And what warehouseman does not frequently hear expressions of delighted surprise from customers moving to distant points, when they learn that his company has thoroughly reliable correspondents at destination, and that all arrangements for storage or delivery can be made in advance? That is commonplace to us, but it means much to the uninitiated, and if we tell our story in proper fashion to the public, the public will heed.

"It is said that there are more goods stored in basement lockers of apartment houses in some of the larger cities than there are stored in its warehouses. Whether this estimate be more than the facts warrant or not, it is beyond dispute that in many, possibly most, of the great centers there are literally thousands of loads in such basement compartments. Is it beyond the realms of sound thinking to suppose that many of the owners of the goods so stored could be shown the certain damage and rapid deterioration to which such goods so stored are subject?

An Axiom

"It is something of an axiom in the warehousing industry that we cannot create business. It would be a rash person, indeed, who would assert that by publicity or advertising the unsuspecting householder could be led to move for the pure joy of the thing. But the householder can be taught to know that when he is in need of any services furnished by warehousemen, he will be assured of good service and proper treatment, if he deals with a member of the N. F. W. A. It is our belief that if we can secure even ten per cent of such potential business, our members would be swamped with orders, and many times repaid the cost.

"These few facts indicate in only barest outline some of the many things of real interest which it would seem well worth our time and money to bring to the attention of our present and prospective customers.

"National advertising will teach the great public the value of reliable storage and moving service. The millions who read the advertisements will understand in advance just how they may count on the warehouseman.

"It will create public confidence in the

members of the Association. Such advertising acts like a personal introduction, giving the advertisers the status of acquaintanceship with prospects.

"By showing the value and importance of warehouse service it will reconcile the public to the cost.

"It will standardize service and raise the standard of service throughout the country, because the public will know what to expect and will demand the best.

"It will furnish the public with a true basis for comparing prices, and thus eliminate much unfair competition by irresponsible and unscrupulous concerns.

"It will enable Association members to use the Association seal as a proof of high standing, and will give greater effectiveness to their local advertising.

Prestige, Dignity, Solidarity

"It will give to the local business of members the prestige of a national business, and first consideration by prospects moving to distant points.

"It will give warehouse service the dignity of a profession, and thus improve the business relations of members.

"It will promote enthusiasm and pride of workmanship among the employees of members.

"It will increase the solidarity of the Association and better the facilities for inter-city co-operation.

"It will create a demand by desirable warehouse companies for membership in the Association, and make membership a valuable asset to those which are already members.

"The statements here made are unsupported by proof, for the very simple reason that there is no direct evidence available. No such campaign ever has been undertaken by men in our business, so we are wholly dependent for the acceptance of our conclusions upon general experience, sound reasoning, and comparison with the results obtained by other national advertisers. We believe you will find much convincing testimony concerning the possibilities of such a campaign in subsequent pages of this report.

"The conclusion of your committee is that the National Furniture Warehousemen's Association has a message of interest and that it would be of financial advantage to our members to tell it to the public, because we believe it will increase sales. Having decided that it would be worth while to bring directly before the public the advantages of doing business with our members, the next question is that of method. First let us consider the possibilities of a publicity campaign."

Mr. Sweeting told of the rise and fall of the publicity man, or press agent, who used to have the ear of the editor, who would print anything not contrary to the newspaper's policies, and traced the press agent's activities down to the time when he demanded too much space or offered tainted "copy." The report continues:

"The newspapers clamped down the lid. To-day it is almost impossible to get a publicity story in any reputable newspaper unless it has a real news interest. For example, when in New York City the congestion during the height of Fall moving rush led unscrupulous movers to charge up to \$25 per hour for a van and crew, county officials threatened prosecutions. Then it was that a publicity man working for the New York van owners obtained considerable newspaper space in the form

of general educational stories, resolutions by associations, interviews, etc., telling of the agitation of the van owners to influence the real estate agents to spread leasing dates. Such work was legitimate publicity, but similar opportunities are few.

"There is still a field for the publicity man, representing interests which frequently develop legitimate news of interest which the newspapers are glad to present as news. In such cases the publicity agent usually has another title, such as Assistant Secretary or Special Representative. Many schools and colleges employ a publicity man to help keep them in the public eye.

"Big business frequently has found a publicity man to be a liability rather than an asset, as witness the scandal surrounding the employment of a paid publicity man by the railroads only a short time ago. The packing house interests have at least partially abandoned their attempt to present their side of the controversy with the Government through news articles, and are purchasing large amounts of space in leading magazines and newspapers to tell their story. Editors are sceptics and to-day the waste basket is the usual fate of free copy.

"The theater retains the press agent, but he is scoring few hits, and such representative producers as George M. Cohan and Klaw and Erlanger are employing advertising agencies and using advertising space at regular rates in increasing quantities. The moving picture industry also uses much paid space to promote its interests, despite the fact that the public never seems to tire of reading stories about film actors and actresses.

"In political campaigns of late years, all parties have been aided by paid publicity men, but national advertising also has been used in large volume. The success of the Red Cross and Liberty Loan Drives is attributed largely to paid advertising.

"The essence of the matter seems to be that publicity is successful when it deals with people or things in which the public is interested. Otherwise publicity is a failure.

Against Free Publicity

"The public certainly is not interested in the N. F. W. A. as an association, and it is unlikely that its interest can be aroused to such an extent that stories about it would be welcome frequently in the news columns of newspapers or magazines.

"In our investigation we have not learned of any business organization which has attempted to conduct a general publicity campaign for the purpose of increasing sales.

"While we believe that a well organized publicity department can secure more or less space in publications of repute, we also believe that such publicity will be very general in its nature. It seems impossible to secure sufficient free publicity really to bring our Association prominently before the public, and it is certain that there will be no direct way to connect properly whatever publicity may be secured, with the activities of our individual members. We are definitely of the opinion that a publicity campaign will do little, possibly nothing, to increase sales.

"It is our belief, therefore, that the proposed campaign cannot be successful if attempted on a basis of free publicity, and we recommend that no such effort be made."

Turning to possibilities of national ad-

vertising, the Sweeting report continues:

"Only the briefest outline of the possibilities of national advertising can be presented for this reason, but we believe that outline will be sufficient to enable you to pass preliminary judgment.

"Advertising is one of the most potent of selling agencies. It talks to a hundred thousand prospects, while a salesman talks to one. Unlike publicity, advertising is a business; a profession, if you will, of dignity. Every large advertising campaign represents the thought and study of many men, of months of careful research and analysis by an advertising agency.

"The modern advertising agency is in touch with conditions. It has its finger to the pulse of the buying public and is back of the most remarkable sales increases in history. Mention the names—Ivory, Victor, Arrow, Columbia, Resinol, Quaker Oats, and so on to the end of them—an imposing list—and it is evident at once the influence that advertising has had and is having in the United States.

"Advertising by an association, directed to the public, is sensible, constructive and makes for quickest sales. Through advertising the public may read the earnest message submitted. Truth, well set forth, is the strongest argument our Association has, and by judiciously placing strong selling messages before the reading public, we should increase the business of our individual members and place our trade on a high plane."

Mr. Sweeting went on to tell of the advertising successes by manufacturers of automobiles, phonographs, breakfast foods, paint, wood wheels, flowers, mahogany, suspenders, face brick, fertilizers, clay product, bicycles, etc., and by telephone and telegraph, insurance, coöperage, fruit, walnut and other interests. The report continues:

"Attached is an appendix showing a list of seventy-one associations which are advertising nationally, and a table showing the detailed annual expenditures for national advertising by twenty-eight associations during 1914 to 1919 inclusive.

"A study of the facts herein presented and of conditions in our industry leads us to the definite conclusion that any selling campaign undertaken by the N. F. W. A. should take the form of a national advertising campaign, and we heartily recommend such action."

Joint Campaign Opposed

Taking up the question whether such a campaign should be carried on independently or in conjunction with the American Warehousemen's Association and the Central Warehousemen's Club, the Sweeting report traces the history of the conferences held by committees of the three organizations in recent months, and continues:

"At first glance it would seem that if this Association is to embark upon a national advertising campaign, it would be highly desirable for us to co-operate with other warehousemen's associations. We all are in the same business—at least all branches go under the name of warehousing; the broad principles of operation of each branch are the same; and, finally, we all are governed by the same law.

"However, when we look into the question and realize that we are considering uniting to advertise for the specific purpose of increasing sales, immediately we see objections to such a union.

"The N. F. W. A. is the largest organization of warehousemen in this broad world. Its members are bound together by their common interest and desire to improve, and to promote better methods of storing, moving, packing and shipping furniture, and nothing else. As members of this Association we are interested neither in merchandise storage nor in cold storage.

"Merchandise warehouses are principally interested in securing increased sales by appeals to the manufacturer, by

N. F. W. A. WILL ADVERTISE INDEPENDENTLY

AN advertising campaign of national character is to be conducted by the National Furniture Warehousemen's Association, now 540 companies strong, but under a resolution adopted at the Catalina Island convention the campaign will be carried on independently and not in conjunction with the American Warehousemen's Association and the Central Warehousemen's Club.

At the St. Louis conventions of the A. W. A. and C. W. C. last December the suggestion was made by the A. W. A. public relations committee that those two organizations and the National conduct jointly a national campaign to educate the public regarding the storage industry, the movement to be financed by "voluntary assessment" among warehouse companies of all three associations.

At Catalina Island, the National's publicity committee, Walter E. Sweeting, Philadelphia, chairman, reported adversely on the joint plan, on the theory that the National's members are interested solely in storing, moving, packing and shipping furniture only, and not in merchandise or cold storage.

"Each so-called branch performs a most necessary and valuable public service," said the report, "but each is as essentially different as night and day. Under these circumstances, how can there be union among the three for such a purpose as national advertising? It would indeed take a clever writer to prepare copy for advertisements designed to increase sales in all three branches of the business. If the plan should be to run advertisements for each branch, dealing with the interest it represents separately, the result would be to spread the advertising of each so thinly that it would not be effective."

showing that the merchandise storage is an important and economical link in modern distribution methods. Cold storage warehousemen have a broad field to cover to show their full value in the national economy, principally as an equalizer of food supply. In short, each so-called branch of the warehousing in-

dustry performs a most necessary and valuable public service, but each is as essentially different as day is from night.

"Under these circumstances, how can there be union among the three for such a purpose as national advertising? It would indeed take a clever writer to prepare copy for advertisements designed to increase sales in all three branches of the business. If the plan should be to run advertisements for each branch, dealing with the interest it represents separately, the result would be to spread the advertising of each so thinly that it would not be effective."

"Other objections to a joint advertising campaign to promote the interest of all three branches of the business could be presented, but we believe these will suffice. It is our opinion that it is not desirable for the N. F. W. A. to unite with other organizations in an advertising campaign.

"To summarize our findings, we believe that a properly conducted national advertising campaign, if undertaken by the National Furniture Warehousemen's Association, will increase the sales of our members to an extent sufficiently to justify the expense, and we recommend that preliminary steps be taken to that end.

Investigation Desirable

"It should be understood that in making this recommendation, we fully realize it is advisable, in fact that it is absolutely necessary, to have a comprehensive survey made of the field and of the possibilities of success or of failure by trained investigators. Sound business judgment dictates such a course, and to do otherwise would be to invite disaster. Many questions first must be answered.

"We must learn if the judgment of this committee is correct—if the services of our members can be sold through national advertising. We must work out a plan of distributing the cost upon an equitable basis and we must perfect a plan for handling a campaign, the result of which probably will be of far greater effect upon our business than we now even imagine.

"When this preliminary work is done we shall be in a position to proceed with our national advertising campaign to increase sales. Then we shall have laid the foundation for a greater and more permanent prosperity for our members.

"Advertising is one of the great forces of modern business. It truly makes two blades of grass grow where but one grew before. Ours is a national organization closely bound by ties of business and of friendship. Let us resolve to place our selves clearly before the world. Let us, through a national advertising campaign, make known to all the lofty ideals and business ethics signified by the name National Furniture Warehousemen's Association."

On motion by John G. Neeser, New York, a resolution was adopted approving a national advertising campaign and directing the Sweeting committee to begin work on it in conjunction with the National's directors. President Morris offered personally a silver cup as a prize for an acceptable slogan.

Under a resolution adopted, as offered by J. A. Hollander, Chicago, the National will carry on its campaign independently of any other warehousing association.

The report of the rate committee, Milo Bekins, chairman, and other rate discussion will be considered in the March issue of *Distribution & Warehousing*.

HOUSEHOLD GOODS ASSOCIATIONS OF NEW YORK AND

Outcome of Cold Spring Legal Case Believed to Be Harmful to Warehousing

NEW YORK, Jan. 9.—The recent decision by the New York State Court of Appeals, ordering a reversal of judgment for the Cold Spring Storage Co. of Buffalo in the notable Lake case, is not the "legal victory for warehousing" which it was interpreted to be upon first reading of the decision.

This fact was brought out here to-day at the twenty-fourth annual meeting of the New York Furniture Warehousemen's Association, held at the Aldine Club. The decision was discussed from warehousing's viewpoint by Leopold B. Pollak, counsel for Charles S. Morris, president of the National Furniture Warehousemen's Association, and Walter C. Reid, chairman of the New York association's legislative committee, and others, and regret was general that the Lake case had not been settled out of court instead of being allowed to go to trial.

As the situation stands now, the Court of Appeals granted a new trial, and word reached the meeting here to-day that a motion for a re-hearing had been made in Buffalo and that the case soon would go to trial for the second time.

[The opinion of the Court of Appeals, which was unanimous, was published in the January issue of *Distribution & Warehousing*.] Mr. Pollock did not hesitate to-day to predict that at the new trial the verdict would favor the plaintiff, just as it did in the lower court at the first trial.

Interpreting the significance of the opinion of the Court of Appeals in reversing the first verdict favoring the plaintiff, Mr. Pollak declared that it makes clear to warehousemen that no matter how elaborate may be the description of a patron's household goods when publicly advertised for sale after non-payment of storage charges, if that description leaves out any class of articles it will be a question for the jury to decide as to whether the advertisement conforms to the law. In the Lake case the Court of Appeals by its decision makes the sufficiency of the advertisement a case of fact and not a case of law, and hence such cases are certain to go to juries for decision, Mr. Pollak said—and warehousemen have seldom been known to have verdicts handed down in their favor in jury trials of cases of this character.

In the Lake case, the Cold Spring Co.'s description read merely:

"A quantity of household goods stored by Mrs. Ira Lake. These goods were stored by and held for the account of the above-named person."

The judge in the lower Court held that this description did not comply with the law and ordered the jury to give a verdict for the plaintiff. The Court of Ap-

peals said it was improper for the judge to hold "as a matter of law" that the description was not sufficient; the Court of Appeals did not say that the description was, as a matter of law, sufficient, but it did hold that the question was one for the jury to decide, and not the judge.

"Was this such a description," the Court of Appeals questioned in its opinion, "as would ordinarily give to prospective purchasers or buyers a fair indication of what was to be sold?" In the light of the Court of Appeals decision, Mr. Pollak emphasized that an advertisement must be complete—that it must contain an elaborate list of articles, such a list as would comprise a complete classification of the goods to be sold, even if every article were not specifically mentioned. In the Lake case there were 121 items; at least a classification of these



Grant Wayne
Re-elected president of New York Furniture Warehousemen's Association

should have been set forth in the advertisement, Mr. Pollak told the convention.

The Court of Appeals, in its decision of reversal, dwelt at some length on the market value of household goods in storage. Mr. Pollak held to-day that as a result of that opinion the market value rule may be distorted so that hereafter a plaintiff may be able to obtain a larger amount than before the Court of Appeals opinion was handed down.

In choosing officers to-day for the ensuing year, Grant Wayne, manager of the West End Storage Warehouse, was re-elected president; this will be his third successive term. Charles L. Carbrey, Mt. Vernon, was elected vice-president; William T. Bostwick, president of the Thomas J. Stewart Co., was re-elected secretary; E. H. Milligan, Lee Brothers, Inc., was elected treasurer. These four and the following were elected directors: J. E. Cassidy, J. H. Coughlin, George

Kindermann, A. H. Morgan, Charles S. Morris and Walter C. Reid.

Owing to the fact that the New York body is now virtually a metropolitan one, the organizing of the National and the New York State Association having resulted in a dwindling of the membership, a new method of assessing dues was found necessary, and the by-laws were amended to-day to provide for assessing on a graduating scale. Companies with less than 25,000 square feet gross outside measurement will hereafter pay \$25 annually; those with from 25,000 up to 100,000, \$50, and the others, with more than 100,000, \$75. Under this plan it is estimated that eight members will pay \$25 each, sixteen members \$50 each and the others \$75 each, thus providing sufficient revenue. The next meeting will be held on Feb. 20, as Feb. 13 will be celebrated as Lincoln's birthday.

The report of Mr. Bostwick as secretary showed fifty-eight active and twenty-eight associate members. Of the latter, twenty must be surrendered because of the formation of the New York State Association. A membership application was received from Birrers Motor, Freight & Transport Co., Inc., Poughkeepsie. Mr. Bostwick remarked that the average attendance at meetings during the past year was fifty members. The secretary read letters sent to the National and to the American Warehousemen's Association, inviting them to convene in New York next December or January in conjunction with the twenty-fifth anniversary of the local association.

Reporting as chairman of the uniform methods committee, Charles S. Morris urged the creation of a central employment office at which would be placed on file, for future reference, the names, addresses and working records of employees so that the men could be judged as to ability, honesty and sobriety. The plan will be considered by the incoming uniform methods committee.

A report from the hourly moving committee disclosed a lack of agreement. Reporting for the majority, Barrett Gilbert, chairman, urged adoption of an hourly charge for cartage to and from the warehouse, in order to help the cartage department to provide its own profit, independent of storage or packing. "Those who have adopted it," he said, "would never return to the contract basis." Reporting for the minority, William Meikleham opposed the adoption of the suggestion, declaring that for one thing it would amount virtually to higher rates, and the minority faction believed this was no time to increase rates. The situation was referred back to the committee.

Other committee reports were made and a dinner and an entertainment were held at the close of the meeting.

OLD AND NEW JERSEY HOLD ANNUAL CONVENTIONS

Resolution Recommends Charging of Interest on Storage Accounts Long Overdue

NEWARK, Jan. 11—A practice common to most mercantile lines—charging interest on accounts overdue—was urged as something worth adopting by the members of the New Jersey Furniture Warehousemen's Association, in a resolution passed by the New Jersey body at its third annual meeting, held to-day at the Down Town Club.

The situation was brought to the convention's attention by Mr. Ogden of the Central Household Storage, East Orange, and discussion developed that few New Jersey warehousemen place an interest charge on moneys long unpaid. The few who have been doing it said the practice operated successfully in getting old bills paid sooner, and visiting storage executives from New York and Pennsylvania said that that was their experience.

There was discussion as to whether a warehouseman should specify on his billhead that the rate would be one-half of one per cent per month, or six per cent per year, each being equivalent to the legal interest rate. It was agreed that, the situation being one of legal interest, the charging of interest would not have to be specified in a warehouseman's contract with a customer.

Charles S. Morris, New York, president of the National Furniture Warehousemen's Association, urged that the charging of interest be begun after 90 days, three months being the convenient period because it is the quarterly one; and he advocated also uniformity.

William T. Bostwick, president, called attention to the fact that no other line of business allows accounts to pile up, the way many warehousemen do, without charging interest, but it has been going on because people who store household goods figure that the goods in storage serve as security for unpaid bills and the warehouseman accordingly will lose nothing in the end. Mr. Bostwick held the interest charge to be a legitimate one.

The association adopted a resolution advocating a charge of six per cent per year on accounts unpaid at the close of three months, with each warehouseman to decide for himself what phraseology to place on his billhead and whether the text should be printed thereon or rubber-stamped.

Officers and directors were elected as follows:

President, William T. Bostwick, president of The William J. Stewart Co., Jersey City. First vice-president, Willard Eldredge, president of the Eldredge Express & Storage Warehouse Co., Atlantic City. Second vice-president, Charles Sebold, secretary of the Weimar Storage & Trucking Co., Elizabeth. Secretary, Frank J. Summers, Model Storage Warehouses, Inc., Newark. Treasurer, Frank J. McGrath, president of the Roseville

Storage Co., Newark. Directors: Louis R. Allison, Cranford; Griswold B. Holman, Rutherford; Norman H. Hotchkiss, Summit; Joseph P. Lupo, Newark; T. L. Morton, Newark; James E. Mulligan, Newark, and Frederick Petry, Jr., Trenton.

This will be Mr. Bostwick's fourth term, and Mr. Summers also has served, as secretary, since the State association was organized.

In his report as secretary, Mr. Summers recommended (1) that a separate insurance committee be appointed; heretofore insurance problems have been handled by the legislative committee; (2) that a publicity committee be appointed to advance the interests of the association; and (3) that the membership committee be enlarged and have a definite quota to work toward during the



William T. Bostwick
Re-elected President of New
Jersey Furniture Warehouse-
men's Association

coming year. The new directing board will consider the recommendations.

A bill on the removal situation will be presented at the next session of the New Jersey Legislature, Charles Milbauer reported on behalf of the committee handling that situation. The bill will be a substitute one for legislation previously proposed that was objectionable to warehousemen. The substitute measure is being worked out in conferences with representatives of the Furniture Dealers' Association and will be less drastic in its provisions covering police surveillance, submitting reports, etc.

The uniform methods committee, Willard Eldredge, chairman, made two recommendations: (1) that the association have prepared a book of household goods warehouse forms, along the line of that submitted at St. Louis by a similar committee of the American Warehousemen's Association; and (2) that the hourly method of charging for moving be

adopted by the New Jersey men as being the most equitable system. The incoming uniform methods committee will handle the book proposition.

For the cost accounting committee, James E. Mulligan, chairman, announced that questionnaires would be mailed soon to members, designed to obtain reports on cost conditions up to Dec. 31, 1921. Declaring that the results should serve to discourage price cutting, Mr. Mulligan said that after the returns were in, each division of warehousing would be discussed separately at subsequent meetings, as local moving one month, out-of-town moving the next, etc. He urged the members to give deeper thought to cost finding.

On motion by Frederick Petry, Jr., the association indorsed New Jersey's \$40,000,000 bond bill for better roads. The resolution urged each member to write to his Assemblyman and Senator requesting favorable action on the highways measure.

Warehousemen were present from Massachusetts, Ohio, Pennsylvania and New York, and good fellowship letters were received from the Michigan Highway Transportation Association and the Cleveland Furniture Warehousemen's Association. Announcement was made of the election of the following members: Camden Van Co., Camden; Central Household Storage, East Orange; W. Potler & Sons, Atlantic City; Roll's Furniture Storage Warehouse, South Orange, and Chas. Sorhagen Storage Warehouses, Newark. A banquet and an entertainment were held after the meeting adjourned.

Invitations from Various Cities for Next Year's Conventions

INVITATIONS on behalf of various cities for next year's conventions were extended at the A. W. A., C. W. C. and the Chain meetings at St. Louis in December.

Cleveland, New York, Buffalo, San Francisco, Jacksonville, Salt Lake City and Catalina Island, Cal., put in bids for the 1922 A. W. A. assembly through warehousing representatives present. Cleveland's invitation, presented by Alton H. Greeley of that city, was supported by a document from the Chamber of Commerce. New York's request was backed by the Merchants' Association of that city.

The Central was invited to meet in Cleveland and in New Orleans next fall or in January of 1923, while J. H. Cornwall, Salt Lake City, asked that the Central's semi-annual gathering be held in his city next June. Invitations to the Chain came from Mr. Greeley for Cleveland and H. C. Avery for Jacksonville.

NORFOLK STORAGE PLANS TO BE FOUGHT AT POLLS

Warehousemen's Association Among Leaders of Opposition to Municipal Project

NORFOLK, VA., Jan. 16—A strong contest is assured at the polls Feb. 7 when the electorate of Norfolk votes on the proposal of the Norfolk City Port Commission to issue \$5,000,000 in bonds to build piers, warehouses and a grain elevator on property owned by the city at Sewall's Point. Since the date for the election was set by the Court opposition to the bond issue has taken concrete form and is led by a number of prominent business and professional men, including storage executives identified with the Norfolk Warehousemen's Association.

In spite of this opposition, however, twenty-six business and civic organizations of Norfolk have pledged their support to the movement and have formed what is known as the Norfolk Port Improvement Association, which has organized for the purpose of putting in motion the election machinery necessary to secure the passage of the bond issue. Opposed to this organization is a group of 100 prominent men who have taken the initiative in the opposition.

Norfolk Association Opposes

The basis of the opposition is the belief on the part of the opponents that municipal-owned waterfront facilities will not be a paying investment, and that it will increase taxes. The Norfolk Warehousemen's Association is opposed because the members feel that storage plants operated by the city will mean unfair competition for them. While the Port Commission points to the success of the city's operation of the Army Supply Base terminals here, bringing to the city a net revenue of approximately \$175,000 in two years and a half, as an argument in favor of the success of the proposed new terminals, the warehousemen point also to this operation as having proven unfair in competition with their private business.

The plans of the Port Commission call for the construction of the following facilities, with their cost:

Pier and pier sheds.....	\$2,325,000
Bulkhead wharf.....	455,000
Grain elevator.....	648,000
Dredging and filling.....	256,000
Railroad tracks.....	122,000
Pile breakwater.....	15,000
Total	\$3,821,000

The pier would have two-story pier warehouses, of fireproof construction, modeled somewhat on the reinforced concrete construction in the Army Supply Base terminals at Bush Bluff and of the general type of Army terminal buildings.

The remainder of the \$5,000,000 would be kept in reserve to be used for providing additional facilities on short notice in case they are needed.

Never in the history of this port has such a controversy arisen as the present

contest over the issuance of the proposed bonds. Both sides feel that the bond issue election will prove the turning point in the development of the port, and as the date of the election draws nearer the contest grows more bitter.

Arthur P. Jones, president of Jones & Co., Inc., a member company of the Norfolk Warehousemen's Association, organized the opposition, and with other warehousemen here is pushing the fight against the passage of the bond issue election.

If the voters decide to issue the bonds the plans for constructing the facilities are in such shape that some of the development will be ready by next Fall.

National Has 535 Members

CHICAGO, Jan. 10—The National Furniture Warehousemen's Association now has 535 members with the election of the following:

Goodman Transfer & Warehouse Co., Birmingham, Ala.; W. Potler & Sons, Atlantic City, N. J.; South Side Storage & Moving Co., St. Louis; Stringer Storage Co., San Francisco; United States Transfer & Storage Warehouse Co., Denver; Verschoore's Fireproof Storage Co., Chicago; Waterbury Storage Co., Waterbury, Conn.; Whittle Transfer & Storage Co., Ashland, Ore.; Williams Transfer & Storage, Trinidad, Colo.

WOMEN ACTIVE IN THE WAREHOUSE INDUSTRY

(Concluded from page 35)

was thought impossible is actually being done, and the business world will wake up to realize that the conduct and finances of some of the "big business" of the country is being revolutionized by a woman's ingenuity.

That the American Warehousemen's Association appreciates women and their part in industrial and business life was emphasized at the annual banquet in the after-dinner address of President Willard W. Morse. Before a room full of warehousemen and their wives, and the small group of warehousewomen, Mr. Morse said:

"We need the benefit of woman's intuition and foresight. The business man who can talk over his problems with his wife, mother or sister will rise to wider fields of success than he possibly could without her help."

"Do we want the warehousewomen in the association, and attending our meetings?" said Mr. Morse, in answer to an inquiry. "Absolutely. We not only want them and welcome them, but we need them."

This should encourage the women, of whom there are estimated to be between twenty-five and fifty in the warehouse industry to-day, to come forward and make a place for themselves with the men. Surely it is a splendid thing to be able to fill a man's place in the business world, and yet to lose not a whit of feminine charm and attractiveness.

Mrs. Warehouseman is a credit to her sex. May she live long and prosper!

KANSAS CITY EXPECTS A BUSINESS REVIVAL

KANSAS CITY, Jan. 16—Any survey of conditions in Kansas City territory designed to assist in the judging of 1922 from a merchandise warehousing angle, must use two points of view. One point might be called the "general business aspect," the other that of the manufacturer who seeks outlet.

Kansas City territory, according to a consensus of opinion from many sources, will show a marked revival of business early this Spring; the total volume will be somewhat smaller than normal, but of an extent probably greater proportionately, than the volume in other districts. Retailers' stocks are very low—as reflected in steady reorders to fill stocks, in January. Advance orders are light—which gives no indication at all of future business.

Money is easier, so that both farmers and merchants having security or credit will be able to finance their operations. Bankers are said to be seeking occupation for surplus funds.

The one industry that will not halt is agriculture; the industry on which money circulation in Kansas City territory is based. The very volume of surplus labor, will be an advantage to agriculture, toward lowering costs. Therefore, the one field in which opportunity for selling appears, is here.

Manufacturers and distributors have evidently acted on this fact, as shown in the steady increase in distributive arrangements during December and January.

March Prospect

The prospect is that by March a very great variety of merchandise will be available in Kansas City, in warehouses and branch storage facilities, though in comparatively small quantities, for immediate shipment consequent on the strong sales effort.

Already in January some indications of the livelier movement are seen. There is more activity around the freight houses, more merchandise is being moved into Kansas City retailers' and jobbers' hands and into merchandise warehouses. There is also a distinct increase in volume of outgoing merchandise.

The most significant phase of this increased movement is that it consists of a wide range of merchandise. Foodstuffs have been moving with fair steadiness; they show little change. But hundreds of other commodities are becoming active.

Bird Acquires Warehouse

WILMINGTON, DEL., Jan. 3—The Bird Transfer Co. has opened a storage warehouse at the foot of Orange Street, having taken over a building formerly occupied by a leather company as a warehouse building.

The structure is six stories high, 465 by 67 feet, of brick and concrete, and sprinklered.

INDIANA WAREHOUSEMEN FAVOR HIGH TRUCK FEES

Agree that Advance in License Costs
is Necessary if Better Roads
are to be Constructed

INDIANAPOLIS, Jan. 3.—An outstanding feature of the fourth annual convention of the Indiana Transfer and Warehousemen's Association was an understanding reached with the State Highway Commission that an increase in automotive license fees seemed the only feasible method of raising needed funds for constructing highways with Federal aid. The convention assured the commission that the warehousemen's association would support a movement to increase fees so that the State might be aided in taking up the unearned \$4,500,000 of the Federal aid funds.

Committee Visits State House

A committee representing the warehouse association and the Allied Motor Commerce, Inc., visited the State House and placed before the commission the needs of the people for better highways that would permit all-year movement of transport trucks. Recognizing the need for modern roads, the Commission held out that without money they could not be built.

The average license fee in Indiana is \$6 annually, as compared with the nation's average of \$11; this is attributed largely to opposition by passenger car owners.

The warehousemen's body is in favor of the uniform motor vehicle tax and will campaign for it.

The convention was addressed by B. J. Bartlett, the convention's president, and president of the Bartlett Transfer & Storage Co., Huntington; Russell M. Edwards, warehousing engineer, Indianapolis; William R. Hoag, of the Trans-Continental Freight Co., and A. R. Hinkle, maintenance engineer with the State Highway Commission.

Mr. Edwards discussed "Warehousing and Its Relation to Transportation, Distribution and Business." In the near future, he said, the warehouse would become the motor vehicle terminal, connected with the railroad by a switch which would tie up two important elements of transportation—the railroad and the motor truck—so that rail congestion could be relieved and the short haul be handled expeditiously by truck.

Under resolutions adopted in executive session, the association will:

1. Become associated with the Allied Motor Commerce, paying to that organization \$1 per year per truck for all trucks used by members in the warehousing and transfer industries.
2. Increase its resources through co-operative purchase of motor oil for its members.
3. Establish, through Tom Snyder, secretary, reciprocal relations with an insurance company, so that a plan may be presented to the members for action.
4. Seek reciprocal and supporting relations with the Chamber of Commerce of the United States and with the In-

diana Chamber of Commerce.

5. Pay into the treasury of the Highway Traffic Association a membership fee for each member, providing the warehouse association is granted representation at the traffic body's national convention.

6. Co-operate in the establishing of a cartage and motor transport school by the Allied Motor Commerce.

Officers were elected as follows: President, H. L. Oliver, president of the Delaware Trucking Co., a warehousing concern of Muncie; secretary, Tom Snyder, Indianapolis; treasurer, Joseph Seiter, Indianapolis; vice-presidents, Walter Ardapple, secretary of the Joe Ardapple Storage & Transfer Co., Lafayette; W. S. Armstrong, Bedford; B. J. Bartlett, president of the Bartlett Transfer & Storage Co., Huntington; M. P. Costin, Peru; W. S. Frye, Indianapolis; Fred Geiger, of Fred Geiger & Sons, Inc., warehousemen of Evansville; J. M. Hedges, president of the Terre Haute Union Transfer & Storage Co., Terre Haute; Forest Monger, manager of the Forest Monger Storage, Richmond; Cary Shinkle, of the Shinkle Transfer & Storage Co., Anderson; C. E. Travis, secretary of the Vincennes Transfer & Storage Co., Vincennes, and J. P. Woodworth, manager of Woodworth's Storage & Transfer Line, South Bend.

The banquet was addressed by William H. Schaefer, executive and field secretary of the National Furniture Warehousemen's Association; F. W. Born, managing secretary of the Transportation Association of Wisconsin, and State Senator Henry Endley of Ohio.

W. E. HALM AGAIN HEADS N. Y. PORT ASSOCIATION

NEW YORK, Jan. 17.—At the annual meeting of the Port of New York Warehousemen's Bureau of Information today, officers were re-elected as follows:

President, William E. Halm, president of the New York Dock Co.; vice-president, W. C. Crosby, Fidelity Warehouse Co. and Lawrence, Son & Gerris, Inc.; secretary, H. E. S. Wilson, treasurer, Campbell Stores, Hoboken, N. J.; treasurer, F. S. Phraner, Baker & Williams. E. H. Maxwell, Independent Warehouses, Inc., was chosen chairman of the merchandise section, and R. A. Adams, Bronx Refrigerating Co., chairman of the cold storage section.

The officers, together with D. H. Van Name, of the F. C. Linde Co., are the directors.

Jennings-Cornwall Expansion

BOISE, IDAHO, Jan. 5.—The Jennings-Cornwall Warehouse Co. of Salt Lake City, Utah, to-day filed articles of incorporation with the Secretary of State of Idaho, with Shelley named as the principal place of the company's business in this State.

The authorized capital was specified as \$20,000, and \$2,000 worth of stock has been subscribed by five directors.

WAREHOUSE PRESIDENT A SCULPTOR OF MERIT

Memory Method of George H. Borst
Has Led to Successful Clay
Modeling of Faces

PHILADELPHIA, Jan. 7.—Sometimes the artist slumbers beneath the busy and practical exterior of the warehouse operator and then, one day, during his leisure—if he is lucky enough to have any—pop! The secret's out. That is the case with George H. Borst, president of the Twentieth Century Storage Warehouse Co. of this city.

Six months ago Mr. Borst first took up clay modeling by way of diversion and also as a continuation of his practice of sketching faces to bolster up what he calls his poor memory of faces. He began by trying to draw from memory the faces of persons who came into his office day by day, so that he could recall them more readily, associating the face with the name. He became so adept in this after some practice that he could produce good likenesses, as he observed closely the characteristics of physiognomy.

One day he saw in a stationer's window a display of clay, modeling board and tools, and purchased the outfit. The first attempt at sculpture he made was his mother's face and this, members of his family and his friends agreed, was an excellent likeness. This encouraged Mr. Borst to continue.

The bas-relief of Leopold Stowkowski was made from a photograph. Mr. Borst showed it to the orchestra leader, who declared he liked it. The original has been presented to the Philadelphia Orchestra Association. Art instructors will be asked by Mr. Borst to decide whether he shall go in for sculpture in earnest. Meanwhile he will make bas-reliefs of people to be sold for the benefit of a hospital for contagious diseases, to be erected by a suburban association.

Mr. Borst, who is the first business man in a family of artists and musicians, is himself a musician of merit and was a pupil of the late David Bispham, opera singer. Mr. Borst is the composer of six songs in a collection called "The Twilight Hour." He is one of the charter members of the League to Enforce Peace and one of the delegates to the Conference on International Politics, held last summer at Williams College.

Deposit Men Elect Neeser

NEW YORK, Jan. 17.—At the seventeenth annual meeting of the New York State Safe Deposit Association, John G. Neeser, president of the Manhattan Storage & Warehouse Co. of this city, was elected vice-president.

J. F. Finnegan Elected

CHICAGO, Jan. 3.—James F. Finnegan has been elected a director and secretary and treasurer of the Jos. Stockton Transfer Co. He succeeds the late P. J. Finnegan and will have full charge of all purchases.

PROTECTION PLEDGED TO MICHIGAN TRUCK OWNERS

Public Utilities Chairman Addresses State Convention, Which Elects Warehousemen to Office

GRAND RAPIDS, MICH., Jan. 3.—A resolution condemning overloading and speeding by motor trucks was adopted by the Michigan Highway Transportation Association at its annual meeting. The organization pledged itself to conduct a campaign of safety among Michigan truck owners to eliminate overloading and fast driving. Another resolution adopted requested the association's members to equip their trucks with fire extinguishers and to protect themselves and their employees by taking out liability insurance.

Protection for motor truck interests when they come under the supervision of the State Public Utilities Commission was promised by Sherman T. Handy, chairman of the Commission, in an address to the delegates, who included many warehousemen. Mr. Handy said: "The railroads were the pioneers and must be protected, but with the State spending millions for public highways there is room for your business, gentlemen, and your status must be adjusted. The adjustment cannot come at the next session of the Legislature. You pioneers in this new line of transportation must be protected, and we can't protect you if every man is permitted to use the highways with half-loads. Where a truck line is established, another concern that wants to run over the same road should first prove that there is some valid reason for the added service. We must avoid duplication, because over-service is as bad as under-service. There will be men who will run only in pleasant weather and leave the bad days to you unless this business comes under State supervision. We should get rid of the irresponsible truck men because the public is entitled to reliable service."

The association re-elected officers as follows: president, E. Foster Moreton, Detroit; first vice-president and chairman of publicity committee, E. M. Radcliffe, Radcliffe Storage Co., Detroit; second vice-president, W. G. Stout; secretary and chairman of legislative committee, H. H. Hardy, Fireproof Storage & Transfer Co., Lansing; treasurer and chairman of finance committee, H. G. Beebe, Union Truck & Storage Co., Jackson. Directors were elected for two years as follows: O. L. Alden, Benton Harbor; L. F. Flanagan, Marquette; W. J. LeStrange, Mount Pleasant; W. E. Taylor, Owosso, and Roy Wolfe, Coldwater. Among the directors who remain in office for another year is Harry H. Stevens, a Flint warehouseman.

Horizontal Rate Decrease Urged

SYRACUSE, N. Y., Jan. 3.—A resolution of interest to warehousing, which wants freight rates reduced not horizontally but in a way which would encourage greater movement of goods in car-load volume, was adopted by the Associ-

ated Industries of Greater New York at its meeting here last week.

The shippers and the public proved their good faith by acquiescing to a general horizontal increase of 40 per cent in 1920, the resolution sets forth, and any readjustment now "should not be based on any discriminatory or preferential treatment to individual groups but should follow the honest and generous precedents established" when the higher rates were granted in order that the railroads might obtain greater funds.

NEAL COMPANY BUYS EUCLID AVE. HOUSE

CLEVELAND, Jan. 3.—The Neal Fireproof Storage Co. has purchased the Euclid Avenue Fireproof Storage Co., 11607-9 Euclid Avenue. According to A. W. Neal, president, the Euclid house will be operated as a branch of the Neal company.

The Euclid company was established in 1918 and has 50,000 square feet of space for household goods storage, operating also 15,000 square feet for merchandise storage at 2538 East Twenty-second Street. Its investment figure was \$200,000 as quoted for the 1922 Warehouse Directory.

New Milwaukee Freight Line

MILWAUKEE, Jan. 5.—Freight service between Milwaukee and Green Bay is to be maintained by the newly-organized East Wisconsin Truck Line Co., with schedules calling for trips to Sheboygan, Chilton, Kaukauna and other cities. A special type of freight motor truck is being designed, to be built in Detroit. E. J. Stone, Minneapolis, heads the company.

Horrells Buy Long Beach Company

LONG BEACH, CAL., Jan. 3.—Controlling interest in the Long Beach Transfer & Warehouse Co., organized here in 1907, has been purchased by J. A. Horrell, W. A. Horrell and John Horrell, Jr. J. A. Horrell has for some time been the company's vice-president and a large stockholder.

Bingham Quits Warehousing

JANESVILLE, WIS., Jan. 4.—Neil D. Bingham, for several years manager of the B. & B. Fireproof Storage Co., has resigned to become manager of the new credit bureau of the Janesville Association of Commerce.

Rock Island Company Builds

ROCK ISLAND, ILL., Jan. 3.—Excavation is under way for the first unit of the proposed \$100,000 warehouse of the Rock Island Transfer & Storage Co.

Green Bay Company Incorporated

GREEN BAY, WIS., Jan. 3.—The Green Bay Warehouse & Storage Co. has been incorporated for \$25,000 by T. Jennings, F. Merrill and W. N. Schweger.

NEW BEDFORD COMPANY ADDS STORAGE CAPACITY

NEW BEDFORD, MASS., Jan. 3.—The New Bedford Storage Warehouse Co. has increased its cotton storage capacity to 150,000 bales by the purchase of Nash street buildings containing 178,000 square feet with three spur tracks running into them from the main line of the New York, New Haven & Hartford Railroad. The three buildings added have a storage capacity for 50,000 bales and were formerly operated for baling cotton waste and for storage, by the William C. Jones Co., subsidiary of an English firm.

The warehouse company will sell the compresses and equipment and may lease part of the space for cotton manufacturing purposes.

Storage-in-Transit Planned

The N. Y., N. H. & H. is working out an arrangement with the coastwise steamship lines for the granting of storage-in-transit privileges at New Bedford. Under this plan cotton may be shipped to New Bedford public warehouses, which offer a total storage capacity for 275,000 bales, and then may be shipped out of New Bedford at any time within twelve months, to any point beyond, on the through rate. If this idea is carried out it will mean expansion for the city's warehousing. For six or seven years the cotton mills of New England have been looking more and more to New Bedford as a spot cotton center from which to obtain quick deliveries of all kinds of the staple, chiefly the better grades.

Maine Truck Regulations

PORTLAND, ME., Jan. 3.—With the new year a law went into effect requiring all commercial vehicles entering Maine to be registered in this State and each truck must be clearly marked with figures representing the loading capacity. No truck may carry a load wider than eight feet overall or higher than twelve feet six inches, and goods carried may not extend more than five feet from the rear unless a red signal is displayed.

Milwaukee Company to Build

MILWAUKEE, Jan. 12.—The Lincoln Warehouse & Van Co. plans to erect a six-story fireproof warehouse at the northeast corner of Third and Prairie streets. The building will cost \$250,000 and will be above several railroad terminals, affording direct shipping and unloading facilities. The company will retain its present warehouse in Fourth Street.

Hilliers' Company Buys

SPRINGFIELD, ILL., Jan. 9.—Hilliers' Fireproof Storage & Transfer Co. has purchased from the Busch estate the Anheuser Busch property at 503 North Fourth Street and will utilize it for enlarging storage facilities. The consideration was \$17,500.

MAY MAKE ALL TRADE INFORMATION PUBLIC

Plan Understood to Be Considered by Government Relative to Associations

WASHINGTON, Jan. 24—Announcement by the Government outlining its policy with regard to trade associations is still hanging fire. Attorney General Daugherty states that a new draft has been prepared of a statement which he and Secretary of Commerce Hoover may put out jointly, but added that this had not been agreed upon by any means.

It is the position of the attorney general that the decision of the Supreme Court in the Hardwood case was explicit as to its meaning and that the department cannot afford to discuss a subject that would make courts of the country think it necessary for the Department of Justice to supplement a decision of the Supreme Court.

It is understood that one plan in mind is to have trade associations make information public so as to overcome that feature of the Hardwood decision which condemned the practice of limiting the information to members of the Hardwood association only. This information, it is said, would take on the nature of averages as to production, stock and prices and would not deal with such statistics for individual members of trade associations.

Distribution of Data a Question

It is a question as to how the information would be distributed. Use of the Department of Commerce as the agency for this purpose, it was pointed out, might not be satisfactory on account of the delay incident in preparing the reports and forwarding them to Washington, and also by reason of the time this would require, it is contended that the value of the information would be either greatly lessened or entirely destroyed.

The most logical solution of this problem would be to use the business papers as a means for the distribution of trade information, according to some officials.

Put and Fake

(Continued from page 33)

of stocks you cannot establish a loss in stocks if you buy back, substantially, the same stock within thirty days. And if you wait the thirty days, you will find that Wall Street has advanced the price of your stock and is going to charge you a neat sum for carrying it. Take your pick.

Since partnerships are nothing but a group of individuals gotten together to provide verbal prize fights for the edification of the office help, there are no changes, except as affect individuals. However, as in past years, partners are required to file the result of their fights and operations, whether they show a profit or loss.

Corporations are not treated so nicely for the year 1921, because the tax rates

are the same, and the excess profits tax is retained. The \$2,000 exemption is retained under the revenue Act of 1921 for a corporation, but if the net income is more than \$25,000 the normal tax shall not exceed the tax payable if the \$2,000 credit were allowed plus the amount of net income in excess of \$25,000—which brings us back to the case of Sir John and his \$10.

Example	
Class A	Class B
Net income...\$25,150	Net income...\$25,150
Tax at 10%... 2,515	Credit 2,000
	\$23,150
	Tax at 10%... 2,315

Under the Act the tax cannot exceed \$2,315 plus \$150 (the amount of income in excess of \$25,000). The tax is, therefore, \$2,465, and once again the Government takes all.

However, in 1922, the excess profits tax is wiped out, and with it goes many a headache and the good wishes of all tax accountants. In lieu thereof the normal tax is raised to 12½ per centum of the net income. If corporation A, with an invested capital of \$100,000, makes the same profits as corporation B, which has only a \$25,000 capital investment, yet they both pay the same amount of taxes. Still, on the other hand, if they both make the same amount, they should pay the same amount. One is as defensible as the other, as Mr. Nichols says,

In parting may I state should your fiscal year happen to differ from the calendar, you have my sincerest sympathy and good wishes.

Use the Revised Standard Terms and Conditions

(Continued from page 16)

—of one of the revised terms and conditions.)

Mr. Lee recalled that at the Central's convention last July that organization adopted Rule VI of the Illinois document bearing on small lots, varieties and individual package delivery; that rule reads:

"The storage rates scheduled herein are based on lots of one brand, mark or variety, earning a storage revenue of more than \$5 per month. Rates on smaller quantities will be increased as follows: (a) When the volume of goods received or remaining in storage in one lot is such that the applied storage rate amounts to less than \$5 per month on any one brand, mark or variety, there will be an increase of 50 per cent in the licensed storage rate, but the increase will not be computed higher than \$5. (b) On all goods which must be delivered by serial number or specified package, both the handling and storage rate listed here will be increased 50 per cent."

Commenting that the A. W. A. does not embody this point, Mr. Lee said:

"This rule is without exception considered the most important by the Illinois association. Two reasons are given for thinking so: (1) It protects them from being imposed upon by thoughtless customers allowing small lots and holdovers

ANDERSON AND GRODICK COMPANIES CONSOLIDATE

ATCHISON, KAN., Jan. 4—Atchison's two largest warehouse companies, the C. C. Anderson Transfer & Storage Co. and the Grodick Transfer & Storage Co., have consolidated under the latter name, the Grodick firm purchasing the trucks, storage apparatus, office equipment, etc., of the Anderson house.

The Grodick company has increased its capital stock to \$40,000, and C. C. Anderson and E. C. Willis, who owned the Anderson properties, have taken stock in the Grodick interests. W. E. Groh, president of the Grodick, will continue as president, and A. E. Wright, secretary and treasurer of the Grodick, is the secretary. Bert Hall, who was manager of the Anderson company, will be treasurer of the consolidated one. Offices will be at 407-409 Kansas Avenue, the present address of the Grodick concern.

While inter-city hauling of household goods will be a feature of the business, plans announced call for the construction of a modern fireproof warehouse for storage of merchandise and household goods, and carloads of goods will be stored and distributed for manufacturers.

Montana Convention Feb. 16

LEWISTON, IDAHO, Jan. 21—The third annual convention of the Montana Transfer & Warehousemen's Association will be held here on Feb. 16, 17 and 18.

to remain in the warehouse with little to compensate for the room and trouble.

(2) When it is necessary for the storer to carry these many small lots it gets the warehouseman adequate compensation for the service performed.

"It would seem that some such a rule embodied in the tariffs of all warehouses would be a distinct benefit to the industry and if uniformly applied would soon become thoroughly understood by the shipper."

(Note: The Illinois rule 7 may, at the option of the warehouseman, be incorporated as a sub-division of article 3 of the revised terms and conditions recommended by the A. W. A.)

In conclusion Mr. Lee urged that the demands by shippers for uniformity in service be accelerated by adoption of uniform methods and practices, including standard terms and conditions. At the same time the warehouse industry itself would be greatly benefited "if the manufacturer or producer in any given locality was able to take the tariff of his local warehouseman and feel confident that the rates, terms and conditions as quoted therein would be found substantially the same as at any point to which he desired to ship." Mr. Lee added:

"If such a uniform basis could be arrived at, the shipper could estimate his cost for distribution with almost as much ease as he arrives at the cost of his freight charges."

OHIO HAULERS ELECT STORAGE MEN TO OFFICE

COLUMBUS, Jan. 12.—Warehousemen took a leading part in the deliberations of the annual convention of the Ohio Association of Commercial Haulers held here yesterday and to-day, and many of them were elected to office for the ensuing year.

N. J. Cummins, treasurer of the Cummins Storage Co., Canton, was chosen president. W. Lee Cotter, head of the Cotter warehouses in various Ohio cities, was made vice-president. E. H. Lee, secretary of the H. C. Lee & Sons Co., Toledo warehousemen, was made treasurer. The secretary, who will be salaried, is to be designated later.

Among warehousemen identified with the new board of directors are F. C. Hackett, president of the Toledo Terminal Warehouse Co., Toledo; W. C. Wheelock, president of the Liberty Cartage Co., Cleveland, and W. H. Kutschbach of the Kutschbach-McNally Co., Columbus.

Among the problems which the new board will consider is the organizing of a mutual insurance company for commercial haulers; sentiment at the convention was strongly in favor of such a plan, as present fire risks were held to be too high.

Efforts will be made to amend the Ohio law governing maximum weight of loads, and in connection with this the tax burden on motor truck owners was held to be burdensome. E. J. Shover, secretary of the Ohio Automotive Trade Association, pledged his aid toward more favorable legislation for truck owners and operators.

Others who made addresses included Tom Snyder, secretary of the National Association of Commercial Haulers and the Indiana Transfer & Warehousemen's Association. About 100 members attended the meeting.

Seven Companies Join A. W. A.

PITTSBURGH, Jan. 16.—New members have been elected to the American Warehousemen's Association as follows:

Adams Transfer & Storage Co., Kansas City. Affiliating with merchandise division. The officers include E. P. Adams, president; L. Adams, secretary and treasurer, and D. S. Adams, vice-president and general manager.

J. C. Buckles Transfer Co., Cincinnati. Affiliating with merchandise division. George H. Oberlein is president and G. F. Bramseke is secretary.

David Fireproof Storage Co., Chicago. Affiliating with household goods division. Theodore F. David is president and James L. McAuliff is secretary.

Otto K. Erhart & Co., Selma, Ala. Affiliating with merchandise division. O. K. Erhart is president.

Kennicott-Patterson Transfer Co., Denver, Affiliating with merchandise and household goods divisions. V. B. Kennicott is president and treasurer and Simon Smith is vice-president and secretary.

Springer Transfer Co., Inc., Albuquerque, N. M. Affiliating with merchandise division. W. H. Springer is president and R. D. Strome is secretary-treasurer.

Wilkes-Barre Warehousing Co., Wilkes-Barre, Pa. Affiliating with merchandise division. John B. Yeager is president and D. T. Scott is secretary and treasurer.

Sprigg With Colyear's

LOS ANGELES, Jan. 16.—Rodney S. Sprigg has resigned as secretary-manager of the Draymen's Association of Southern California to become manager of Colyear's Van & Storage Co. of this city. His successor with the draymen's organization is Phil Jacobson.

Cost-of-Service Method of Charging Customers Is Adopted by the Goodman Company of Birmingham

BIRMINGHAM, ALA., Jan. 15.—The Goodman Transfer & Warehouse Co. has adopted the time-and-material-consumed method of charging customers instead of charging a flat rate by the load. According to Henry C. Goodman this is equivalent to a reduction in price for patrons. The company operates eleven trucks, six of 3½ and five of 5½ ton capacity.

"We are not only doing business on the new basis," to quote Mr. Goodman, "but we guarantee that the price of our service will be less than that of those who haul by the load. Our company has come to the conclusion that this is the only fair way to compute transfer prices, because the person receiving the service pays only for what he gets, the time of our employees and the cost of the materials used in hauling his goods."

The Goodman company is using King steel shipping cases for shipping household furniture to other cities.

HOLDS ZONES WOULD AID WAREHOUSING BUSINESS

WASHINGTON, D. C., Jan. 21 — Opinion that added business would be brought to warehousemen and freight forwarders by the creation of free zones in ports of the United States is expressed in the final report of the free zone committee of the Chamber of Commerce of the United States.

Supplementing the committee's report, E. H. Goodwin, resident vice-president of the Chamber, says:

"Free zones in our ports will give our merchant marine an increased share in the carrying trade of the world; will bring added business to our banks, insurance companies, freight forwarders and warehousemen; will provide a wide consignment market for dutiable wares and materials from which American manufacturers as well as American merchants will benefit; and, finally, the free zones will bring vast improvement over the present facilities of bonded warehouse and drawback, simplifying customs procedure."

Bills are now before both houses of Congress to authorize the establishing of free zones—H. R. No. 2228 and S. No. 2391. In the Senate measure in its latest form the authorization of manufacturing within a free zone is omitted; the committee of the Chamber believes manufacturing should be permitted. The committee favors also the elimination, from both bills, of the proposed prohibition of more than one free zone in any one port within a State. The chairman of the committee is Austin McLanahan, president of the Export and Import Board of Trade of Baltimore.

Several pages of the report are devoted to the present bonded warehouse and drawback systems in their relation to free zones. Copies of the report may be obtained by addressing the Chamber of Commerce at the Mills Building here.



Showing one of the Goodman company's trucks being loaded with King shipping cases destined for a journey across the continent

KANSAS CITY CHAMBER REVIEWS STORAGE YEAR

KANSAS CITY, Jan. 14—The Chamber of Commerce of Kansas City in its review of 1921 devotes a special "box" to the merchandise warehouse business. The report says:

"An industrial report on Kansas City would not be complete without mention being made of the general merchandise warehousing business, which occupies a very important place in the industrial and commercial life of Kansas City.

"During the year 1921 merchandise passing through the public warehouses in Kansas City amounted to ninety million dollars. The outbound tonnage from all public merchandise warehouses amounted to approximately 4,530,000,000 pounds, and \$656,000 was paid out by these companies in freight during the year. The average value of merchandise continuously stored is estimated at \$12,750,000. The floor space occupied comprises 1,825,000 square feet, and the warehouses have a capacity of 3,925 cars."

The figure given above, \$656,000 for freight charges advanced, reflects rather the extent of financial service rendered by the merchandise warehouses, than the total charges on the merchandise. And it refers only to shipments handled by the warehouses. There is the further very extensive service rendered by the transfer companies, on merchandise shipments, in cases where merchandise warehouses do not handle the commodities. One transfer company that does not operate a warehouse, advanced more than half a million dollars in freight charges for customers—this on goods destined for jobbers or retailers, going either to their own houses, or to warehouses for storage; and this sum is not included in the \$656,000.

Reserve Board Receipt Ruling

WASHINGTON, Jan. 9—Slight changes in the procedure of handling security for acceptance of credit have been suggested by the Federal Reserve Board in a ruling on trust receipts which are taken for the sole purpose of diverting cars to U. S. licensed warehouses. The question involves security of the accepting bank as required by the provisions of the Federal Reserve Act and the board's regulations during the six or seven days interval between the time the bank releases bills of lading to the customer and the time it receives the warehouse receipts.

Sometime ago the Federal Reserve Board ruled that a trust receipt which permits the customer to obtain control of the goods covered by the original documents does not constitute actual security within the meaning of the law, and that an accepting bank is not secured within the meaning of the provision if the documents constituting the security are held by the customer for the acceptor's account.

As to changes which would place an accepting bank in conformity with the requirements of the law, the board says:

"If the bank delivered the bills of lading to one of its own employees or to a third party independent of the customer as agent for the bank, and if that employee or third party, acting in behalf of the bank, surrendered the bills of lading to the railroad with instructions to divert the cars to a certain warehouse and instructed the warehouse to issue the warehouse receipts direct to the bank, the bank would at all times remain in control of the goods, so that the requirements of the law and the board's regulations would be satisfied."

NEW ASSOCIATION TO GUARANTEE BONDS

ROCK ISLAND, ILL., Jan. 12.—

The Central Warehouse Men's Association has been organized by warehousemen of Rock Island, Moline, Peoria and other cities in this part of Illinois, with combined assets of \$2,000,000, to provide adequate securities as required under the recently-enacted State legislation requiring bonds from all storage companies.

The association perhaps is a pioneer in a movement of this kind—to meet State legislative requirements with minimum expense and inconvenience to its members. Only firms of sound financial and commercial rating will be eligible, and memberships already have been placed in nine counties outside of Cook County, where Chicago is located.

Under the plans, the assets of each member go into the association pool to guarantee bonds and licenses of all members—a minimum bond of \$15,000 from each firm or individual engaged in warehousing and a license fee of \$25 annually.

The new association's president is C. A. Ullman, secretary of the Federal Warehouse Co., Peoria, and the executive committee includes Mr. Ullman, B. L. Burke, president of the Rock Island Transfer & Storage Co.; H. J. Crandall, president of the Crandall Transfer & Warehouse Co., Moline; C. B. Hall, president of the Danville Transfer & Storage Co., and J. ter Veen, Merchant's Warehouse Co., Peoria.

\$2,000,000 'Frisco Warehouse

SAN FRANCISCO, Jan. 4—The California State Harbor Board has advertised bids for construction of a waterfront transit warehouse which the board plans to make the finest building of its kind in the country. It will be 1000 feet long and extend along China Basin from the Embarcadero to Third Street and will cost about \$2,000,000.

INDEPENDENT AND ERIE HAVE JOINT TRUCK PLAN

Warehouse Company and Railroad
Co-operate in Moving Freight
from Jersey Terminals

NEW YORK, Jan. 3—With four storage plants of the Independent Warehouses, Inc., serving as "inland stations," the Erie Railroad Co. to-day put in operation a new arrangement designed to effect more efficient and prompt handling of general merchandise traffic and to relieve to some extent the congestion which has prevailed at the Erie's piers.

The four warehouses, located back from the Manhattan waterfront, will be receiving and delivering headquarters for the handling of goods in carload and less than carload lots. The ones at 48-60 Beach Street and 415-27 Greenwich Street were opened as "inland stations" to-day, and the plants at 151-159 Leroy Street and 296-301 South Street will be placed in service as soon as demands of the trade warrant.

The lower floors will be devoted to railroad purposes and the upper floors to warehousing and storage purposes. The system avoids charges for cartage of freight from the Erie railroad piers to public warehouses, as the ground floors of the Independent plants will be railroad stations. Such freight as is not removed from the "inland stations" within free time will be placed in the upper-floor warehouse space at the expense of the owners of the goods.

This inland type of station, with long receiving platforms and many doors, is conducive to more prompt handling of freight, and to the more speedy release of motor trucks, as compared with pier stations over short bulkheads of pier floors.

Trucking Arrangements

The Erie has contracted with the United States Trucking Corp. for the transport of freight between the Erie terminal in Jersey City and the four Independent plants, the trucking concern acting as the Erie's agent. While this arrangement is designed to complete the railroad service, shippers or consignees will be privileged to furnish their own trucking facilities if preferred.

The Erie has arranged with the trucking corporation also for a pick-up and delivery service, optional with the shippers.

The Erie intends to use containers which hold a truck load each. These are to be so constructed that they can be placed on motor truck chasses and, on arrival at destinations, emptied quickly.

Other railroads entering the metropolitan district are watching the Erie scheme, which has the approval of the Merchants' Association of New York, and it is predicted that if the plan operates successfully there will be similar arrangements effected between other roads and public warehouses in the metropolitan district.

WAREHOUSING NEWS

What's going on in your town?

The industry wants to know!

Incorporations

International Mercantile Warehouse Co., Hoboken, N. J. Capitalization, \$125,000. Incorporators, Bartholomew F. Murphy, Jersey City, and Mary Dillon and William G. Stuhr, Hoboken.

Kent H. Easter Warehouse Co., Houston, Tex. Capital stock, \$35,000. Incorporators, Kent H. Easter, George C. Swilley and Robert C. Kerr.

Rutgers Warehousing Co., New York City. Capitalization, \$5,000. Incorporators, M. Jacobs, S. Blumenhaft and G. B. Baker.

Murphy-Leonard Cartage Co., Cleveland. Capital, \$15,000. Incorporators, H. T. Murphy, George H. Leonard, E. M. Hub, Charles G. Brenner, R. B. Dunn, Jr.

J. & S. Auto Trucking Co., Cleveland. Capital, \$10,000. Incorporators, Frank Schaab, Eliza Schaab, Peter Munz.

Rutland Warehouse Co., Inc., Rutland, Vt. Capital, \$50,000. Subscribers, George Hadwell and M. M. Coleman, Albany, N. Y., and William E. Mahar, Troy, N. Y.

Union Warehouse Co., New Bedford, Mass. Capital, \$150,000. Incorporators, William P. Kelley, Braintree; John R. Smith, Medford; Laurence B. Bowler, Weymouth; James F. Bason, Boston; Chester Everett, Malden.

Dew Brothers Warehouse Co., Hankamer, Tex. Capital stock, \$3,000. Incorporators, H. S. Dew, H. W. Dew and G. L. Dew.

Superior Refrigerating Co., Springfield, Ohio. Capital stock, \$200,000. Incorporators, Charles F. Jackson, Herman Voges and others.

Exporters Terminal Co., New York. Capitalization, \$50,000. Incorporators, F. P. Price, M. A. Pompan and S. Woronoff.

New York Auction Co., New York City. Capitalization, \$1,000,000. Incorporators, D. Steiner, M. Miller and J. Morris.

Crystal Ice and Storage Co., Birmingham, Ala.

Edwards Ice & Cold Storage Co., Edwards, Miss. Capital stock, \$10,000. Incorporators, E. F. Farr, W. A. Ward and H. P. Birdsong.

Pietro Santini Bronx Warehousing, New York City. Capitalization, \$5,000. Incorporators, A. N. Santini, C. Simi and G. Bartolmel.

Watson Bros. Stores, Brooklyn. Capitalization, \$100,000. Incorporators, W. R. Watson, G. R. Watson and S. L. Watson.

Union Station Transfer Co., Dayton, O. Capital, \$150,000. To do general

transfer and storage business. Incorporators, H. W. Almoney, Gaylord T. Heinz, W. G. Davidson, Charles H. Kumler and Virgil Schaeffer.

New England Shipping Co., Boston. Capital, \$150,000. Incorporators, Herbert W. Nute, Brookline; Charles B. Pear, Weston, and Benjamin L. Swim, Malden.

Mid-City Warehouse Co., Chicago. Capital, \$10,000. Incorporators, Elmer F. Prigge, John T. Mayer and William A. Mayer.

Western Avenue Warehouse & Storage Co., Chicago. Capital, \$10,000. Incorporators, Sidney J. Wolf, C. D. White and William Wilhartz.

Carman Fireproof Storage Warehouses, New York City. Capitalization, \$50,000. Incorporators, J. H. Taylor, H. Zeller and G. B. Francis.

C. O. Rudolph Warehouse Co., Richmond, Staten Island, N. Y. Capitalization, \$15,000. Incorporators, C. O. Rudolph, B. H. Zoffer and S. M. Zoffer.

LITERATURE

A FREIGHT rate pamphlet covering rail tariffs from Dallas has been issued by the Inter-State Forwarding Co. of that city as a guide to traffic managers to enable them promptly to check up "the advantage of using Dallas as a distribution point." Seven full pages are given over to tariffs:

First, class rates from a few of the principal cities to Dallas; second, mileage, single and joint, and first, second, third and fourth class rates from Dallas to all cities in Texas with 2500 inhabitants or more; third, mileage and same rates to a few Oklahoma points; fourth, mileage and four class rates from Dallas to cities within a 100-mile radius. The pamphlet is illustrated with map and a picture of the company's warehouse, and gives a list of the railroads and inter-urban electric lines serving Dallas.

A 12-page booklet designed to give the public "some conception of our facilities, equipment and organization" has been issued by the Ninth Street Terminal Warehouse Co., Cleveland. Office, storage room, railroad and motor truck scenes illustrate the pages.

Cotton Tariff No. 4 has been distributed by the New Bedford Storage Warehouse Co., New Bedford, Mass. Service features, Terms and Conditions, suggestions for shipping and statistics of cotton receipts at New England consumption points, are some of the features, illustrations being scattered through the pages.

New Buildings, Etc.

Wilshire Fireproof Storage Co., Los Angeles, has awarded a contract to C. A. Fellows for construction of a \$115,000 eight-story reinforced concrete garage on Western Avenue near First Street.

U. G. Carey, Camden, N. J., has been granted a building permit to erect a frame building for storage and warehouse purposes at rear of 1119 North 32nd Street.

Terminal Warehouse Co., New York City, has leased the nine-story building at 28th Street and 11th Avenue to R. H. Macy & Co. and a building at 27th Street and 11th Avenue to Libby, McNeil & Libby, Inc., for a term of years. Both structures have railroad connections.

Benedict & Moorman, Huntington Park, Cal., has purchased twelve acres of land on East Slauson Avenue and will erect a warehouse for its storage and transfer business.

Pasadena Transfer & Storage Co., Pasadena, Cal., has let a contract to John F. Blee for construction of a six-story and basement warehouse. John C. Austin is the architect.

Jordan Terminals, Inc., Seattle, has leased the six-story and basement warehouse at 1518-22 First Avenue, South, containing 63,000 square feet of floor space and equipped with freight elevators and sprinkler system.

Anheuser-Busch Ice & Cold Storage Co., New York, has increased its capital stock from \$40,000 to \$1,000,000.

Kent Storage Co., Grand Rapids, Mich., plans a cold storage plant, together with a power plant.

Tustin Ice & Cold Storage Co., Tustin, Cal., plans erection of a cold storage plant.

San Diego Ice & Cold Storage Co., San Diego, Cal., plans a 5-story cold storage plant at Eighth and N streets, to cost about \$100,000 with machinery.

Producers' Cold Storage Terminal, Inc., Philadelphia, is planning a 10-story fireproof cold storage plant to cover entire block of Water, Swanson, South and Bainbridge streets, to cost approximately \$2,000,000.

R. O. Jones and Fred Germany, Columbia, S. C., will build a brick warehouse, with cold storage plant included, to cost \$8,000 on Lady Street.

New Milwaukee Company

MILWAUKEE, Jan. 9.—Henry Ball & Sons Co. has been incorporated here, with \$75,000 capital stock, to conduct general transportation and warehousing. Incorporators, Arnold H. Ball, Elmer H. Ball and Henry J. Ball.

Delivery Trucks should last 10 years

The business man who figures his delivery costs on a ten-year basis will get the real answer to his delivery problem—whether he is operating five or ten vehicles or a fleet of one hundred or more.

If the unnecessary waste per delivery or per day seems small to you, then look at it over a ten year period: Multiply it by thousands of deliveries. Or multiply the daily waste by the 3230 working days in the ten years. *That waste will pile up until it looks like a mountain.*

If the average business had, as a reserve fund, the money it has wasted on inefficient delivery over the last ten years, that fund would be great enough to take the worry out of dull seasons or depressions.

Starting now, the executive who looks at his costs on this basis will see the way to save enough money to earn bigger dividends or profits. Or the way to spend more for advertising or selling. Or how to undersell his competitor.

We will send to any executive who wants it, a chart that will make it easy for him to get at his delivery costs on a ten-year basis. This chart will give you a new perspective on your delivery problem. Write for it.

Why do we say "ten years"?

Because Ward Electrics are built to last *more than* ten years—to last as long as two or three gas trucks or horses—because gas trucks and horses average only five years' life on frequent-stop routes.

But you don't have to wait ten years for economy with Ward Electrics. You save money the first month, the first year and every year you operate them. The reasons are simple:

Ward Electrics operate at controlled speeds—about twice the speed of horses and wagons in city delivery service and about as fast as city traffic conditions permit. Controlled speed eliminates the excessive cost of high speed—because tires and many vital parts of gas trucks cost nearly four times as much at 20 miles an hour as at 10 miles an hour. Controlled speed also prevents joy-riding, reckless driving and accidents to trucks and pedestrians.

When Ward Electrics stop to make deliveries or collec-

tions, all expense stops—there is no engine to be left running.

Gas trucks are out of service 30 to 40 days a year for repairs, replacements, tire changes, etc., but it is unusual for a Ward Electric to be out of service half as many days as a gas truck, *even including revarnishing.*



One of 100 Ward Electrics operated by the Campbell Bread Co.

Tires on the Ward Electrics are way below tire costs for gasoline trucks. The Harry Webb Co., of Toronto, has averaged $\frac{3}{4}$ c a car mile on tires. *You can safely anticipate that your tire costs for Ward Electrics will be less than it costs to keep a single horse in shoes for equivalent work.*

It costs *less* for current for a Ward Electric *than it costs* to feed a single horse for the same work.

The Ward Special Electric, on the average route, costs about 7c a mile, including

tires, current, battery and chassis upkeep.

The Ward WA model, with nearly twice the capacity of the Ward Special, operates at 8c a mile on the average route.

Besides these economies, you have the advantage of cleanliness—no stable or gas odor. Your spic-and-span Ward Electrics are in keeping with your business.

Simplicity—you can teach anyone to drive a Ward Electric in a half hour.

Dependability—Ward Electrics have proved their reliability in the bakery business, the laundry field, milk delivery, etc., where deliveries have to be made no matter what the weather.

But the biggest thing is the fact that Ward Electrics save from 20% to 35% and in many cases 50% on city delivery routes. This economy has brought us 75% of our business in repeat orders.

Get our free book of facts, containing cost records and other statistics on delivery, prepared specially for busy executives, and a copy of our 10-year Cost Analysis Blank. Tell us how many city routes you operate, the mileage per day, number of stops, etc. We'll do the rest.

WARD MOTOR VEHICLE COMPANY
Mt. Vernon, N. Y.

Ward Electrics

6 Sizes, 750 Lbs.
to 10,000 Lbs.

You'll Wait a Long Time for Such Building Opportunities as 1922 is Beginning to Offer

WORD that material prices had reached bottom went through the building business a short time since.

There never has been labor disturbance on any warehouse built by Moores and Dunford — yet exorbitant wages have never been paid. The skill of the labor has ever been the highest the trades could muster.



Moores and Dunford have a wide acquaintance among financial men and firms. This is of distinct advantage to clients desiring special credits. Every warehouse built by Moores and Dunford has paid out well. Perhaps that has something to do with the little difficulty encountered in funding a new house.

The foregoing are all excellent reasons for requesting Moores and Dunford to make a preliminary survey of your proposed location. The survey will show the best part of town, the most practicable style of building, and the approximate cost of erection. No fee is charged for such a survey.

Suppose you dictate a note now, asking about it?

Moores & Dunford
Warehouse Engineers
744 First National Bank
Chicago, Ill.

Shippers' Index

A Guide to representative Merchandise, Cold Storage and Household Goods Warehouses, Forwarders, Terminals, and Transfer Companies, arranged by States and Towns

The warehouseman who advertises his ability to serve is deserving of the shipper's first consideration.

THE purpose and function of the Shippers' Index, which is a part of each monthly issue of DISTRIBUTION & WAREHOUSING, are to bring together the shipper or distributor who seeks warehouse service and the warehouseman whose facilities and location enable him to render that service satisfactorily and with profit to his client and himself.

Business growth is largely dependent upon efficient and effective distribution. The progressive warehouseman is an important contributor to business growth. The warehouseman who advertises his ability to render satisfactory service is deserving of the first consideration of those who can benefit by his co-operation. He is deserving of this consideration primarily because he is progressive. He is deserving of this consideration also because presumably he has the facilities and the experience which will make it possible for him to render the kind of service desired—the kind of service he advertises himself as being able to perform.

The Shippers' Index provides an economical means of developing new business both for the warehouseman whose facilities are set forth therein and for the manufacturing distributor to whom economy in distribution is an important factor in his business growth.

CONVENTION CALENDAR

February 14	Pennsylvania Furniture Warehousemen's Association	Philadelphia
February 15	Baltimore Furniture Warehousemen's Association	Baltimore
February 16-18	Montana Transfer & Storage Men's Association	Lewiston
February or March	Texas Warehouse & Transfer Men's Association	Dallas
April 21	Missouri Warehousemen's Association	(To be decided)
June	Shippers' Warehousing & Distributing Association	(To be decided)
July	Central Warehousemen's Club	(To be decided)
July	National Furniture Warehousemen's Association	(To be decided)
December	American Warehousemen's Association	(To be decided)
December	Illinois Association of Warehousemen	Chicago
December or January	New York Furniture Warehousemen's Association	New York City
January	New Jersey Furniture Warehousemen's Association	(To be decided)

BIRMINGHAM, ALA.

Established 1895

Charlie's Transfer Co., Inc.

DISTRIBUTING

STORING

HAULING

PACKING

2100-2111 Avenue E, Birmingham, Ala.

BIRMINGHAM, ALA.

*"The World Moves—So Does Goodman"***GOODMAN TRANSFER
AND
WAREHOUSE COMPANY**MODERN STORAGE WAREHOUSES
70,000 sq. ft. Floor SpaceDistributors and Forwarders
Moving—Packing—Storage
Motor Equipment—Rigging

We Use King Steel Shipping Cases for Household Goods.

BIRMINGHAM, ALA.

BIRMINGHAM, ALA.

**HARRIS TRANSFER
AND WAREHOUSE COMPANY**

(Equipped to Handle Anything)

MODERN FIREPROOF WAREHOUSE

Special Attention Given to Packing and Shipping

When shipping to Birmingham, consign goods to Harris
—he will look after your interests, also those
of your customer

Offices: CHAMBER OF COMMERCE BLDG.

BIRMINGHAM, ALA.

**Hess-Strickland Transfer
& Storage Co.**General Merchandise, Furniture
and Household Goods Storage

Distribution of Pool Cars Given Special Attention—Motor Trucks in Addition to Wagon Equipment—Track Connections with All Railroads.

MOBILE, ALA.

Acme Transfer and Storage Co.

209-211 N. Royal St.

Distribution

Transfer
Pool Cars**"Service"**Forwarding
Storage

Household Goods

Mobile, Ala.

MONTGOMERY, ALA.

L. J. MOELLER, Mgr.

**CONSOLIDATED DRAY LINE,
INC.**

GENERAL DISTRIBUTING AGENTS

Pool Cars Handled

Storage Warehouse, P. O. Box 552

Office: Forbes-Liddel Bldg., Western Yards, Montgomery, Ala.

SELMA, ALA.

*Selma—In the Heart of Alabama*THE LOGICAL POINT
OF DISTRIBUTION
TO POINTS WESTOur wholesale trade compares favorably with
Montgomery, Birmingham and Mobile.

SEND YOUR BUSINESS TO

Alabama Warehouse

BONDED

*Complete storing and shipping facilities. Private
track connecting with all railroads entering
Selma with free switching privileges.*We are equipped to render full and satisfactory services
to manufacturers—receiving, storing and distributing
merchandise promptly and with all attention to detail.

OTTO K. ERHART & CO.

UPTOWN WAREHOUSES AND OFFICE:

Opposite L. & N. Passenger Station.

PLANT: SELMA ST. AND RAILROAD.

NOGALES, ARIZONA

The West Coast Warehouse Co., Inc.

Nogales, Arizona

The Key to the West Coast of Mexico
For Manufacturers, Packers, &c.

Reference: First Nat'l Bank. Assets over \$50,000.00 Siding 8. P.

The Men Who Distribute

ClimaleneRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

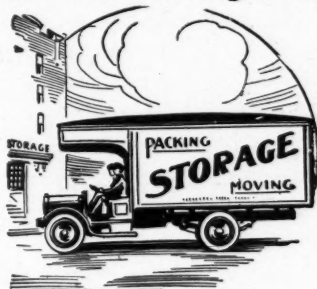
FORT SMITH, ARK.

O. K. Transfer and Storage Co.

**MOVING
SHIPPING
STORING**

Pool-Car
Distributing
a Specialty

Fort Smith,
Ark.



TEXARKANA, ARK.

HUNTER TRANSFER CO.

TEXARKANA, ARK.

STORAGE

TRUCKING

DISTRIBUTORS

MOVING

BERKELEY, CAL.

**STUDENTS
TRANSFER & STORAGE CO.**

MOVING
STORING
FORWARDING

2132 SHATTUCK AVENUE

EL CENTRO, CAL.
IMPERIAL VALLEY**PIONEER TRUCK and TRANSFER CO.**

Warehouse: S. E. Cor. 3rd & State Sts. Office: 120 N. 5th St.

Only Re-inforced Concrete Warehouse for Storage and Carload
Distributing Throughout the Whole Imperial Valley.

Daily Truck Service to All Valley Towns.

Our Stock in Trade, SERVICE.

FRESNO, CAL.



FIRE-PROOF
LOW INSURANCE

**STATE CENTER WARE-
HOUSE & COLD
STORAGE COMPANY**

General Merchandise storing and
distributing.
Packing, Crating and Shipping of
Household Goods.

LONG BEACH, CAL.

LONG BEACH OFFICE:
144 Pacific Ave.

LOS ANGELES OFFICE:
426 Alameda St.



HOUSEHOLD GOODS
Removals, Storage, Packing, Forwarding

MERCHANDISE
Warehousing, Distributing

MEMBER { California Warehousemen's Association
Pacific Coast Furniture Warehousemen's Association
National Furniture Warehousemen's Association

We offer the very best of service in Local or Interurban trucking, and
we operate two warehouses for either Household Goods or Merchandise,
located on the Southern Pacific and Pacific Electric Railroads.

We solicit your valued shipments, which will receive our prompt and careful
attention, and we assure you of immediate returns on any collections you may have.

LOCAL AND INTERURBAN "MOTOR TRUCK SERVICE"

LOS ANGELES, CAL.

Consign your goods to

**AMERICAN TRANSFER CO.
FIREPROOF STORAGE**

MERCHANDISE, HOUSEHOLD GOODS AND
AUTOMOBILES

Prompt Delivery Service

730 W. Pico St., Los Angeles

LOS ANGELES, CAL.

**California Fireproof
Storage Co.**

2808 West Pico St., Los Angeles, Calif.

**EXCLUSIVELY HOUSEHOLD
GOODS**

Two large Fireproof Warehouses and
Distributors of Pooled Cars.

Reference—Dunn, Bradstreet or any Los Angeles Bank.

LOS ANGELES, CAL.

**CALIFORNIA TRUCK CO.**

INCORPORATED 1884

Pool Carload Distributors

Handling goods destined to points in

SOUTHERN CALIFORNIA and ARIZONA

and to

TRANS-PACIFIC PORTS

322-324 EAST THIRD STREET

LOS ANGELES, CAL.

Fidelity Fireproof Storage

1836 Arapahoe Street, Los Angeles, Cal.

Intelligent and forceful supervision of all
business intrusted to us.

We have a seven-story reinforced concrete
warehouse.

We consolidate and solicit distribution of
consolidated cars of household goods.

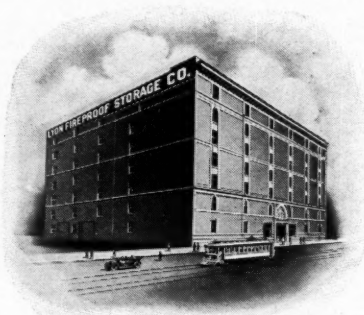
Frank Robert Palmateer, Prop.

The Men Who Distribute

Pillsbury Flour

Read **DISTRIBUTION & WAREHOUSING**
and consult the Shippers' Index

LOS ANGELES, CAL.



Superior Service—when Bill of Lading is mailed us.

Collections handled promptly.

Fleet of Pierce-Arrow Trucks always at your customers' service.

Fireproof Warehouse on tracks.

TELEPHONE



WEST 513

Lyon Fireproof Storage Co.
1950 SO. VERMONT AVE. LOS ANGELES

LOS ANGELES, CAL.

FELLOW WAREHOUSEMEN

YOU SHOULD select your correspondent warehouse with the same care you do your bank.

We solicit your carload and L. C. L. shipments of HOUSEHOLD GOODS and AUTOMOBILES.

Los Angeles Warehouse Co.

W. E. BROCK, Managing Director F. M. BROCK, Secretary

ESTABLISHED, 1906—INVESTMENT, \$650,000.00

LOS ANGELES, CAL.

WE SOLICIT YOUR
SHIPMENTS AND POOL CAR
DISTRIBUTION

PRUDENTIAL
STORAGE AND MOVING CO.

LOS ANGELES
OFFICE

941 W. 16th ST.

SAN DIEGO
OFFICE

Spreckels Building
962 Second St.

FOUR WAREHOUSES—PRIVATE R.R. SIDINGS

Members Pacific Coast Furniture Warehousemen's Association
National Furniture Warehousemen's Association

LOS ANGELES, CAL.

SHATTUCK & NIMMO WAREHOUSE CO.

*Commercial and
Household Furniture*

Storage

*Carload Distribution a
Specialty*

Ample private trackage at
Plant and equipment for
prompt and efficient service

MEMBERS

American Chain of Warehouses
American Warehousemen's Association
National Furniture Warehousemen's Association
Pacific Coast Furniture Warehousemen's Association
Local Rotary Club and Chamber of Commerce

LOS ANGELES, CAL.



Warehouse No. 9

**Traffic
Managers
and
National
Distributors**

We will forward when requested, Cartage Tariff, Less Carload rates from Los Angeles, Pool Car Distribution rates. Booklet describing our warehouse service.

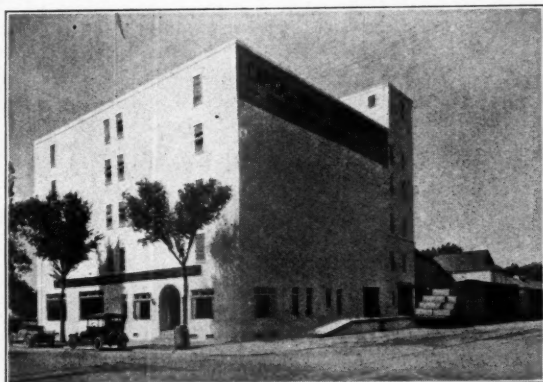
Insurance rate
18c per \$100.00
per year.



Warehouse No. 1

Union Terminal Warehouse Company

SACRAMENTO, CAL.



General Merchandise, Furniture and Household
Goods Storage and Forwarding

Light and Heavy Hauling. City Deliveries, Etc.
Motor Equipment

Pool Car Distributing and Forwarding

Capital Van and Storage Co.
Sacramento, California

Write for Our Freight Tariff

OAKLAND, CAL.

NO TASK TOO GREAT
LAWRENCE
WAREHOUSE COMPANY
NO DETAIL TOO SMALL



SACRAMENTO, CAL.

NO TASK TOO GREAT
LAWRENCE
WAREHOUSE COMPANY
NO DETAIL TOO SMALL



SAN DIEGO, CAL.

WE SOLICIT YOUR
SHIPMENTS AND POOL CAR
DISTRIBUTION

PRUDENTIAL
STORAGE AND MOVING CO.

LOS ANGELES
OFFICE
941 W. 16th ST.

SAN DIEGO
OFFICE
Spreckels Building
962 Second St.

FOUR WAREHOUSES—PRIVATE R.R. SIDINGS

Members Pacific Coast Furniture Warehousemen's Ass'n.
National Furniture Warehousemen's Ass'n.

SAN FRANCISCO, CAL.



SAN FRANCISCO

Associated Terminals Co.

SAN FRANCISCO — SACRAMENTO



General Storage,
Wharf and Rail Facilities,
Ships Clerking, Stevedoring,
Public Weighing, Forwarding,
Reconditioning, Stenciling,
Marking, Strapping,
Over-sacking, Re-sacking,
Bean and Grain Cleaning,
Polishing and Grading,
Oriental Oils Transferred from
Package to Bulk
Coffee Mixing, Grading
and Conditioning

PUBLIC WAREHOUSES

POOL CARS

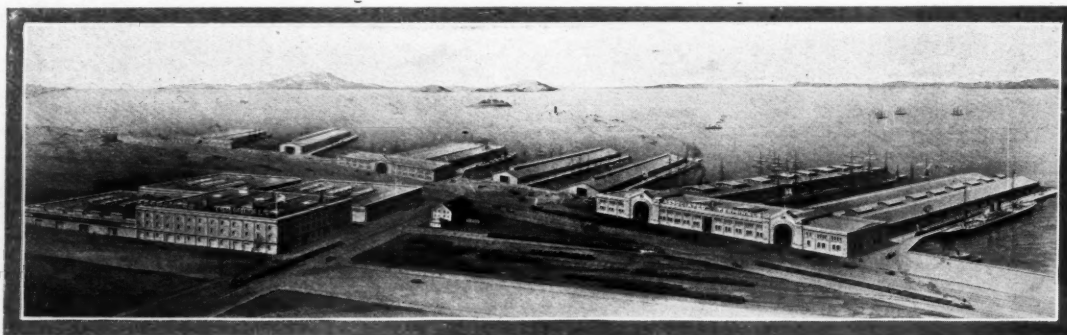
&

DISTRIBUTION

GENERAL OFFICES, 324 SANSOME STREET, SAN FRANCISCO

HARBOR U. S. BONDED AND
FREE WAREHOUSES
PIERS 29 AND 31
CHINA BASIN WHARVES
AND WAREHOUSES
PIER 54
ISLAIS CREEK VEGETABLE
OIL TERMINAL
SAN FRANCISCO

SACRAMENTO VALLEY DOCK
AND WAREHOUSES
SACRAMENTO, CALIFORNIA



Harbor U. S. Bonded and Free Warehouses and Piers 29 and 31

SAN FRANCISCO, CAL.



California Distributors

We maintain big, fireproof warehouses in the four main population centers of California. Your distributing is promptly and efficiently handled.

BEKINS

Fire Proof Storage

SAN FRANCISCO 13th and Mission
OAKLAND 22d and San Pablo
FRESNO 1248 Van Ness Ave.
LOS ANGELES, 1341 Figueroa St.

SAN FRANCISCO, CAL.

The Haslett Warehouse Co.

228 Pine St., San Francisco

San Francisco is the CENTER of the U. S. A. on the Pacific Ocean. We are in the CENTER of its SHIPPING and COMMERCIAL district.

PIONEER IN THE DISTRIBUTION FIELD AND WAREHOUSE BUSINESS. CAN

HANDLE ANY SHIPMENTS

As desired. Our 15 warehouses are so convenient to DOCKS and RAILROADS, located so close to both, that it is an easy haul to a HASLETT WAREHOUSE.

Track connections with all lines.

These, low insurance rates, bonded and free space and motor truck service, are but a few of the facilities we offer.

S. M. HASLETT
President

P. E. HASLETT
Secretary

SAN FRANCISCO, CAL.



Distribute Thru San Francisco

Giving your customers the advantage of prompt delivery from local stock.

Our modern fireproof storage warehouses having spur track connections to all railroads are located in the wholesale district, convenient to docks and railroads for reshipping. Our automobile truck delivery service insures prompt and efficient delivery of your merchandise.

We furnish whatever clerical service you desire.

Let us handle your San Francisco shipments.

SAN FRANCISCO WAREHOUSE CO.

625 Third Street, San Francisco, California

SAN FRANCISCO, CAL.

NO TASK TOO GREAT
LAWRENCE
WAREHOUSE COMPANY
NO DETAIL TOO SMALL



DENVER, COL.

**THE
KENNICOTT-PATTERSON
TRANSFER COMPANY**

OFFICE: 1509 GLENARM PLACE

Transfer and storage of merchandise and household goods.

Distribution of pool cars given special attention. Complete fleet of Motor Trucks in addition to wagon equipment. Every modern facility for handling heavy machinery, safes, boilers, smokestacks, etc.

Packing household goods and pianos and consolidating in car lots east or west at reduced rates a specialty.

The Men who Distribute

"Jello"

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index.

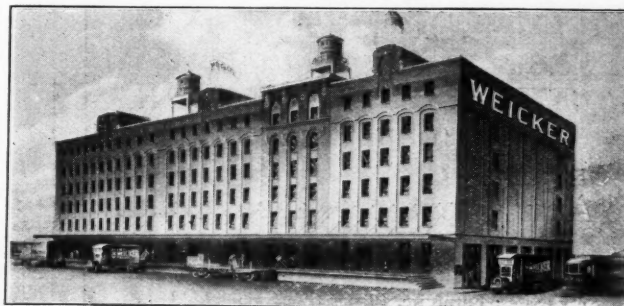
DENVER, COL.

When You Need
SERVICE
in Denver and
vicinity

we are the distribution and warehousing specialists who can serve you best

Our vast experience as receivers, forwarders and distributors has fitted us to handle your every requirement in the most satisfactory way.

Our spacious warehouses located within a short haul of all local freight depots, the wholesale and retail district, and connected by track with every railroad entering Denver, is at your disposal—comprehensive service and full protection at extremely low rates.



We are thoroughly equipped to distribute
General Merchandise,
Heavy Machinery, Household Goods.

Write our traffic expert for full information on all your shipping problems in this territory. He will be glad to help you—we will be glad to serve you.

THE WEICKER TRANSFER & STORAGE COMPANY

1700 Fifteenth Street
Denver Colorado

DENVER, COL.

THE UNITED STATES
Transfer & Storage Warehouse Co.
 1934 Broadway, Denver, Colorado

Storage of general merchandise and household goods.
 We make a specialty of Pool Cars and Distribution.
 Transfer work of all kinds, both City and Country.
 Expert Packers, Motor Trucks and Vans.
 Two Warehouses.

Member of Denver Transfer's Companies Assn.

HARTFORD, CONN.

HARTFORD
DESPATCH & TRUCKING Co.
 HARTFORD, CONN.
Movers, Forwarders and Warehousemen

NEW LONDON, CONN.

B. B. Gardner Storage Co., Inc.
 18 BLACKHALL STREET
 PIANO AND FURNITURE PACKER, MOVER
 AND SHIPPER
 Safe Mover—Freight and Baggage Transfer—STORAGE

BRIDGEPORT, CONN.

MOORE'S STORAGE WAREHOUSE
 GEO. P. MOORE, Prop.
 STORAGE OF FURNITURE IN SEPARATE ROOMS
 PIANOS STORED IN SEPARATE ROOM
 Furniture Crated and Packed for Shipping by Rail
 China and Bric-A-Brac Packed in an Expert Way
 Padded Box Vans for Warehouse and Long Distance
 Moving
 OFFICE AND WAREHOUSE:
 569 UNION AVENUE, BRIDGEPORT, CONN.

WATERBURY, CONN.

The Ralph N. Blakeslee Co.
 TRANSFER AND STORAGE
 Special Facilities for Moving Heavy Machinery and Safes
 Storage Warehouse for Merchandise
 Separate Apartments for Furniture

HARTFORD, CONN.

Established 1850

Incorporated 1908

Ship Freight in Care of
The Bill Brothers
Company

**GENERAL TRANSFER AND
 FORWARDING AGENTS**

46 Ann Street, Hartford, Conn.

Superior Facilities for the Moving of Machinery, Safes, Furniture, Pianos, Etc. Household Effects of Every Description Properly Packed for Storage or Shipment

STORAGE WAREHOUSES

With Separate Apartments for Household Goods and Private Railroad Siding for Carload Shipments

WATERBURY, CONN.

Waterbury Storage Company
 John Moriarty, Inc., Prop.
 Est. 1877
 127 East Main St.
 Elevators Fireproof Buildings Cap. 562 Rooms
 Members N. F. W. A.

WASHINGTON, D. C.

**Fireproof Construction
 Service-Promotion**

REGULAR LONG DISTANCE HAULING
 BALTIMORE TO NEW YORK
 AND WAY POINTS-SERVICES

SMITH
Transfer & Storage Co.
 1313 You Street, Washington, D. C.
 MEMBERS N. F. W. A.

HARTFORD, CONN.

Tel. Connection Office: 335 Trumbull St.

Safety Vaults for Silverware

GEORGE E. DEWEY & CO.

JOSEPH M. PELCHAT Proprietor

Local and Long Distance

FURNITURE AND PIANO MOVING

Packing, Crating and Shipping of
 PIANOS, FURNITURES, CHINA

Only Fireproof Storage Warehouse in Hartford

The Men Who Distribute

Seaman Paper Products

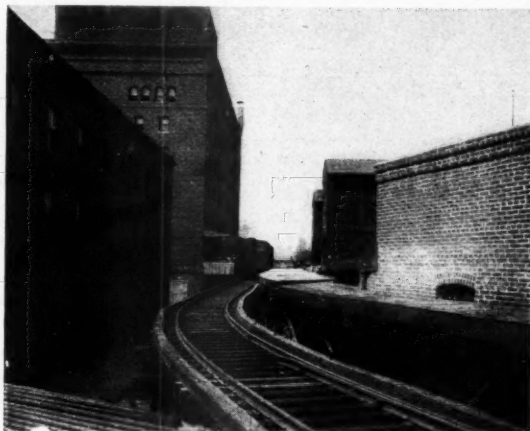
Read DISTRIBUTION & WAREHOUSING
 and consult the Shippers' Index

The Men Who Distribute

**Aunt Jemima Pancake
 Flour**

Read DISTRIBUTION & WAREHOUSING
 and consult the Shippers' Index

WASHINGTON, D. C.



When in need of Merchandise Warehouse Service of any kind in

WASHINGTON, D. C.

Call on Us

The Terminal Storage Co. of District of Columbia

First and L Streets, N. E.
B & O Sidings to Warehouses

JACKSONVILLE, FLA.

DIXIE WAREHOUSE CO.

P. O. Box 433
GENERAL STORAGE—RECONSIGNING
DISTRIBUTING—FORWARDING
Connection with all Railroads and Steamship Docks
WE HANDLE AUTOMOBILES for TOURISTS
Members of American Warehousemen's Association

JACKSONVILLE, FLA.

UNION TERMINAL WAREHOUSE COMPANY

EAST UNION and IONIA STREETS

55 Rental Compartments Track Capacity 52 Cars

Building of reinforced concrete with sprinkler system.
Low Insurance Rate. Sub-Post Office and branch
Western Union Telegraph. Joint Railroad Agent.
L.C.L. freight loaded direct for line of road.

GENERAL MERCHANDISE STORAGE AND FORWARDING

Special attention to handling of pool cars.

JACKSONVILLE, FLA.

Wiesenfeld Warehouse Company

P. O. Box 1133

General Merchandise Storage and Distributing
References:

Any bank, jobber or transportation man in the city

WASHINGTON, D. C.

UNITED STATES STORAGE CO.

418-420 TENTH STREET, N. W.



MEMBERS:

National Furniture
Warehousemen's Association

Efficient and Courteous
Service

Modern Fireproof Warehouse

We send our check immediately upon receipt of bill of lading, for your charges.

Distributors of Pool Cars

MIAMI, FLA.

The John E. Withers Transfer & Storage Co., Inc.

will give your shipments careful attention. Fireproof Warehouse.
Facilities for distribution of pool cars. Moving, packing, shipping
and storing Household Goods and merchandise.

Private Trackage

Motor Equipment

Cor. Ave. C and 2nd St., Miami, Fla.

PENSACOLA, FLA.

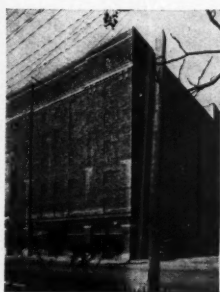
Ferriss Warehouse & Storage Co.

HARRY P. FERRISS, PRES.

Receiving and Warehousing of General Merchandise in carloads or less than carloads.
Merchandise stocks carried and records kept for out-of-town concerns.

Cor. Chase & Alcinez Streets

JACKSONVILLE, FLA.



Delcher Bros. Storage Co.

459-61-63-65 Riverside Avenue

FIREPROOF WAREHOUSE

Low Insurance Rate.

We Move, Pack, Store and Ship
Household Goods

Distributing Pool-Car a
Specialty

FLORIDA'S LARGEST

Shippers of Automobiles
for Tourists

Member National Furniture
Warehousemen's Association

PENSACOLA, FLA.

PENSACOLA, FLA.

Storage—Distribution—Forwarding

Merchandise Only

Prompt Service—Accurate Accounting

THE M. F. GONZALEZ COMPANY

The Men Who Distribute

Kellogg's Toasted Corn Flakes

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

TAMPA, FLA.

TAMPA WAREHOUSE COMPANY

Commercial and Household Storage

Distributors of nationally advertised goods

Pooled cars handled

Stocks carried—shipments and deliveries made. Low insurance.

We handle Procter & Gamble products, Diamond Matches and Campbell's Soups in the national groups.

Banking References: Exchange National of Tampa and National City Bank of Tampa

ATLANTA, GA.

CATHCART VAN & STORAGE COMPANY

Moves, Stor.es, Packs, Ships
Household Goods Exclusively
THREE WAREHOUSES
Office, 6-8 MADISON AVE.

ATLANTA, GA.

B. U. JONES TRANSFER & STORAGE CO.

Merchandise Storage and Distribution. Household goods packing and storage. Carloads a specialty. Centrally located.

109-111 PETERS ST.

ATLANTA, GA.

MORROW Transfer & Storage Company HOUSEHOLD GOODS and COMMERCIAL STORAGE

Distributors—R.R. Trackage—Carloads a Specialty
Main Office: 177-79 Marietta St. Warehouses: 68-80 Means St.

The Men Who Distribute

Dr. Miles Medicines

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

ATLANTA, GA.

SECURITY WAREHOUSE COMPANY

ATLANTA, GEORGIA

STORAGE



DISTRIBUTION

MERCHANDISE ONLY

ATLANTA, GA.

**SOUTHERN
SALES & WAREHOUSE CO.**
FIRE PROOF CONCRETE WAREHOUSE
MERCHANDISE DISTRIBUTORS
R. R. TRUCKAGE, MOTOR SERVICE
Located in heart of wholesale district.
173 Humphries St.

AUGUSTA, GA.

JAS. H. HOLLINGSWORTH *Established 1900*
THE HOLLINGSWORTH WAREHOUSES
STORAGE, DISTRIBUTION AND FORWARDING
MERCHANDISE ONLY
We are in a position to render quick and efficient service. Located
in the heart of the wholesale district and most convenient to all
freight depots.
Private siding connecting with all railroads.
556 & 558 Walker Street 602 to 616 Sixth Street

BOISE, IDAHO

**PEASLEY
TRANSFER & STORAGE COMPANY**
STORAGE, TRANSFER AND FORWARDING
NINTH AND GROVE STREETS

POCATELLO, IDAHO

**Garrett Transfer &
Storage Co., Inc.**

Storage, Distributing,
of Merchandise.
Pool Cars a Specialty.

Write for Rates

Pocatello, Idaho

CAIRO, ILL.

Cairo Storage
and Forwarding Company

CAIRO, ILLINOIS
Incorporated—Bonded—Licensed
COAST TO COAST SERVICE BY WATER OR RAIL
SHIP US YOUR POOL CARS FOR DISTRIBUTION
WE CAN SAVE YOU MONEY

CHICAGO, ILL.

**BEKINS
HOUSEHOLD SHIPPING COMPANY**
Reduced Rates on Household Goods, Automobiles
and Machinery
General Offices, 805 BEDFORD BLDG., Chicago
NEW YORK, BOSTON, BUFFALO, CINCINNATI

The Men Who Distribute
**Keystone Wire & Steel
Products**
Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

CHICAGO, ILL.

**Central Storage and
Forwarding Company**

Robey Street and Pershing Road
(On the Great Chicago Junction R.R.)
CHICAGO'S FINEST MERCHANDISE WAREHOUSES
New Modern Buildings Experienced Operatives
Contents' Insurance Rate, 7½ Cents
Negotiable Receipts Sixty Car Switch

A UNIVERSAL FREIGHT STATION

on the entire first floor of our premises guarantees the quickest
and best service on outgoing shipments.

L. C. L. DISTRIBUTION
WITHOUT CARTAGE

SPACE TO RENT

CHICAGO, ILL.

Before you decide on your
Chicago Warehousing connections,
investigate the facilities and service
of the —

Continental Warehouse Co.
416-434 West 12th Place — Chicago

*Sprinkled warehouses in the heart
of the freight terminal district*

CHICAGO, ILL.

Currier-Lee Warehouse Co.

427 West Erie St., Chicago, Ill.

**MERCHANDISE
STORAGE EXCLUSIVELY**

MODERN BUILDINGS
CONVENIENT LOCATION
UP-TO-DATE METHODS
ADEQUATE FACILITIES
LOW INSURANCE RATES
EXPERIENCED EMPLOYEES

CHICAGO, ILL.

CHICAGO'S POOL-CAR DISTRIBUTORS
Mark your consignments for
**The DREXEL STORAGE &
TRANSFER COMPANY**
4837-4839 Cottage Grove Ave., Chicago, Ill.

The Men Who Distribute
Whittaker Paper Products
Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

CHICAGO, ILL.

EMPIRE STORAGE COMPANY

Fireproof
Warehouses
(Established 1891)

A Distinctive Organization

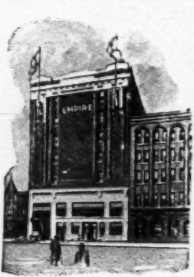
Our correspondents' interests are carefully safeguarded. Remittances of charges advanced are made immediately upon receipt of bill of lading.

The most liberal treatment of customers' complaints has built for us an enviable reputation for fairness.

Close proximity to the Belt Line Switch Tracks promotes expeditious handling of shipments from all trunk lines.

EMPIRE STORAGE
COMPANY
52ND ST. AND COTTAGE
GROVE AVE.

MEMBER
National Furniture Warehousemen's Assn.
Illinois



CHICAGO, ILL.

CENTER OF GREAT WEST SIDE
OUR SPECIALTY
PROMPT REMITTANCES ON COLLECTIONS

Fireproof
Also
Non-
Fireproof
Warehouses



Storage
Capacity
1000
Van
Loads

MOVING

PACKING

SHIPPING

Master Service at Your Service

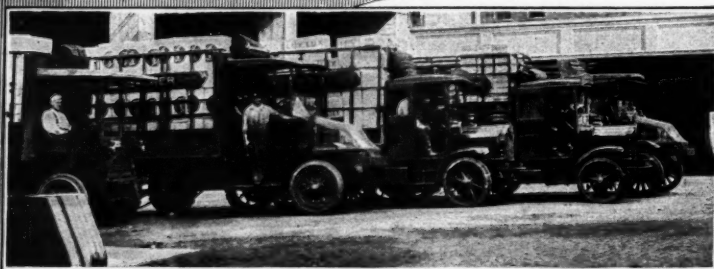
Consign all carload shipments for West Side cars Baltimore & Ohio, Chicago Terminal Transfer Railway at Taylor Street and Kedzie Avenue. 1/4 mile from our warehouse.

GARFIELD PARK STORAGE COMPANY

Established in 1903

3111-17 W. Madison Street
MEMBERS OF ILLINOIS AND NATIONAL FURNITURE
WAREHOUSEMEN'S ASSOCIATIONS.

Chicago, Ill.



A Fleet of Motor Trucks to Serve You

The Only Warehouse in Chicago Maintaining This Service

This fleet of motor trucks is owned and operated by ourselves to insure prompt delivery for our customers. Your dealings for storage and distribution are thus with one concern instead of two.

Distribution accounts in and around Chicago are our specialties. Consign your goods to us and assure yourself the best possible service.

GRISWOLD & WALKER, Inc.
1501 S. Peoria St.,
CHICAGO

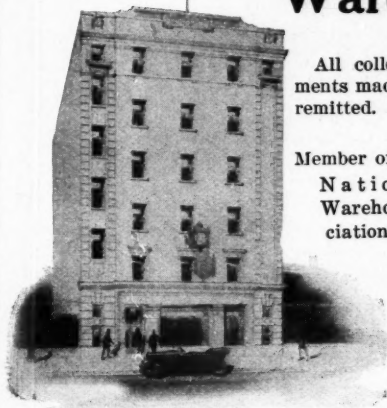


CHICAGO, ILL.

ESTABLISHED 1874

HEBARD

Storage Warehouses



All collections on shipments made to us promptly remitted.

Member of
National Furniture
Warehousemen's Association,
Illinois, New York and
Southern Warehousemen's Association.

Our Seventh Warehouse

on 6331-33 Broadway, near Devon Avenue, which will handle all Rogers Park or North Shore shipments.

Warehouses A-B-C-D, West Side, Ogden and Winchester Aves.
Warehouses E-F, North Side, Sheridan Road and Sheffield Ave.
Warehouse G, North Side, Broadway near Devon Ave.

CHICAGO, ILL.

M & E WAREHOUSE COMPANY

PERSONAL service warehouse acting as your Chicago branch or agent. Merchandise storage and distribution. Cartage contractors. 10-car private switch connections with all railroads. Trap car service. Members Illinois Warehouse Association. Reshipping to all parts.

Formerly
Mitchell &
Ehninger

OWEN J. McALOON, President
1823 to 1847 South Canal Street
CHICAGO, ILLINOIS

CHICAGO, ILL.

CHICAGO, ILL.

"NO DELAY"

Edward Lasham Co.

Storage—Distribution

Seventy-five motor trucks and wagons on City Delivery Service.

MODERN WAREHOUSE—SPRINKLER EQUIPMENT—WATCH SERVICE.

Cars switched from all railroads without extra charge. DIRECT SERVICE FROM FOUR ROADS.

NO DELAY AT OUR DELIVERY PLATFORM—fine for trade doing own hauling.

EDWARD LASHAM CO.

1559 S. State St.
Chicago
Illinois



CHICAGO, ILL.

Storage—Packing and Shipping—Motor Van Service

North Shore Fireproof Storage Co.

4820-4822 Broadway—4821-4829 Broadway
1330-1332 Morse Ave. (Rogers Park)

"Consign car lots to our private switch track on C. M. & St. Paul Ry."
Members Illinois and National Furniture Warehousemen's Association

CHICAGO, ILL.

Very Low
Insurance Rates

CM&STP Ry. Track
Inside Buildings

The Ontario Warehouse Co.

Ontario & Kingsbury Streets,

FROSTPROOF MERCHANDISE STORAGE

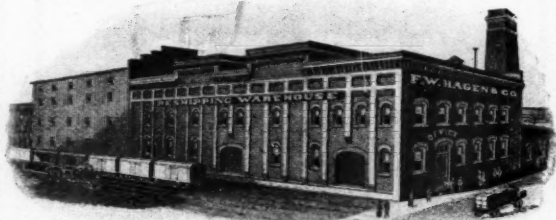
We specialize in the handling of Foodstuffs—our location being very convenient for distribution to wholesale grocers and jobbers.

The Men Who Distribute

Porter Screens

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

CHICAGO, ILL.



RESHIPPING WAREHOUSES

Branch	Grand Crossing	Branch
Harvey, Ill.	L. C. L. without cartage	So. Chicago, Ill.
Phone 46	Daily Trap Cars	Phone 367
	H. P. 3109—Midway 4940	

LUMBER AND YARD STORAGE OFFICES
DERRICKS, SPACE, TRACKAGE
AUTOMOBILES, TRUCKS, TRACTORS
STEEL AND HEAVY PRODUCTS

Merchandise of All Kinds

No congestion. Modern facilities. All within the Chicago Switching District. Milling in Transit Privileges. Write or wire—F. W. Hagen & Co., 1131 East 77th St., Chicago, Ill.

P. A. HALLBERG, Manager

CHICAGO, ILL.

Have Your Own Transfer Representative In Chicago

If you desire to make store door delivery in Chicago, you should use our facilities. If you will load your shipments for Chicago and points beyond so as to make a carload, we will distribute and re-ship the consignment. Send us parcels and packages in any quantity for delivery and re-shipment by freight, express or parcel post for Chicago and beyond.

We team freight to connecting lines for loading in through cars the same day unloaded.

Our representatives are at depots and docks.

Your agents and your customers save time and annoyance, if shipments are sent in our care.

Ask any railroad freight man about us.

Members of the Credit Men's Association.

Authorized Railroad Freight Transfer Agents.

**Jos. Stockton
Transfer Co.**
1020 So. Canal St.
Chicago, Ill.

CHICAGO, ILL.

Railway Terminal & Warehouse Company
444 W. Grand Ave.

Merchandise Storage

Located in the heart of the wholesale district. Especially convenient for the warehousing of spot stocks for distribution among the wholesale grocers.

Side track facilities with free switching from all railroads entering Chicago.

**Modern Building—Low Insurance Rates
Use Our Service**

CHICAGO, ILL.

To insure quick delivery and lowest handling expense consign all Chicago Shipments to Tooker Storage & Forwarding Co., 14th St. Erie R. R. Terminal; New York Shipments to Tooker Storage & Forwarding Co., 28th St. Erie R. R. Terminal.

TOOKER STORAGE & FORWARDING CO.

MERCHANDISE WAREHOUSEMEN

New York Office
and
Warehouse:

28th St. & 11th Ave.
Erie R. R. Tracks
Tel. Chelsea 7845-7846

Chicago Office:
and
Warehouse:

Clark & 14th Sts.
Erie R. R. Tracks
Tel. Victory 2360-2429

CHICAGO, ILL.

Soo Terminal Warehouse

Chicago, Illinois

Storage and Distribution of Merchandise Centrally
Located

Make Your Out-of-Town Shipments Without Cartage
Via Chicago Tunnel. Absolutely Fireproof

"The Economical Way"

W. G. Morgan, Manager

519 W. Roosevelt Road

The Men Who Distribute

Jersey Cereals

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

The Men Who Distribute

"None Such" Mince Meat

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index.

CHICAGO, ILL.

WAKEM & McLAUGHLIN

(INCORPORATED)

CHICAGO

We Store and Distribute Merchandise Only

CHICAGO, ILL.



**When you
want a
WAREHOUSE**

AT

C HICAGO,

Write or
ire
ESTERN



SAVE TIME, MONEY and WORRY

in reaching your Western customers by using the up-to-date storage and traffic facilities of the *Largest Public Warehousing Unit West of the Atlantic Seaboard.*

HALF A MILLION square feet of the best floor space in Downtown Chicago devoted exclusively to the "open" storage of Quality merchandise. Insurance, 18.9c per \$100 per annum.

"At the Edge of the Loop," close to Chicago trade.

Write us now; we know how.

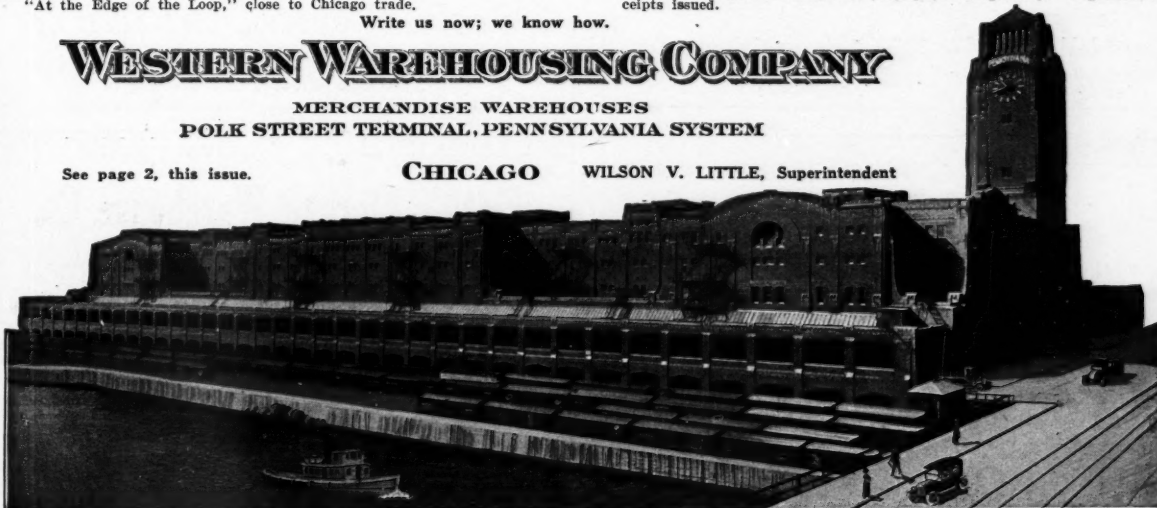
STOCKS CARRIED for local and out-of-town concerns. Storage-in-transit. Prompt rail reshipments anywhere, without cartage. Pool cars broken. Automobile storage and reshipment a specialty. Negotiable Receipts issued.

WESTERN WAREHOUSING COMPANY

MERCHANDISE WAREHOUSES
POLK STREET TERMINAL, PENNSYLVANIA SYSTEM

See page 2, this issue.

CHICAGO WILSON V. LITTLE, Superintendent



DANVILLE, ILLINOIS

Here in Uncle Joe Cannon's Town

How did our beloved Uncle Joe stay in Congress so long? By knowing what his constituents wanted, and getting it for them. He's been called a standpatter and reactionary by a lot of people, but the 1920 election showed that the things Uncle Joe represents are just about what most of us want.

That's the line the Danville Transfer & Storage Company follows. You'll get what you want when we represent you here in Danville. We've got a fireproof warehouse with a mighty low insurance rate. We'll issue receipts, distribute and reforward your goods by pool car—cheaply. We'll deliver quickly anywhere in the city. We are only one to six blocks from your customers.

Consign via Wabash R. R. to

Danville Transfer & Storage Co. DANVILLE, ILL.

C. B. HALL, Pres.

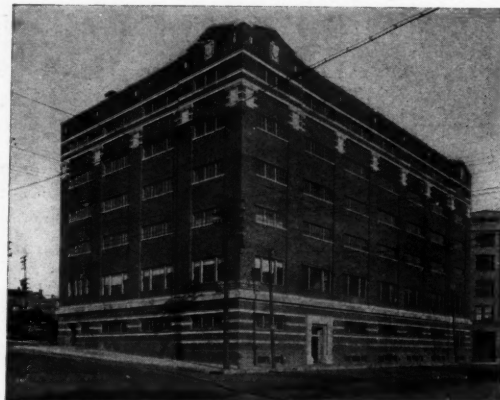
G. W. ORR, Sec'y-Treas.

Exclusive Danville Member of Amer. Chain of
Warehouses
Offices of Chain { 39 Beach Street, New York, N. Y.
 { 203 S. Dearborn St., Chicago, Ill.

PEORIA, ILL.

National Warehouse Co., Inc. 1321-1335 So. Washington St., Peoria, Ill.

FIRE PROOF STORAGE



75,000 Square Feet Storage Space

Storage, Distributing, Forwarding
of

Merchandise & Household Goods

Capital \$300,000

MOLINE, ILL.

Fireproof Storage

Freight Distributors for Moline, Rock Island,
East Moline and Silvis, Ill., and Davenport, Iowa

Send your freight to us at Moline for distribution as we are in the center of the group of cities here and the haul will be shorter. We have our own private track at the warehouse and our own team track. Forwarding and reconsigning.

Crandall Transfer & Warehouse Company
1205-1209 Fourth Ave. Moline, Illinois

FORT WAYNE, IND.

WALTER A. BORGMANN, Pres.

CHRISTIAN F. BORGMANN, Sec'y-Treas.

BROWN TRUCKING COMPANY

MOVING, DISTRIBUTING, STORAGE
AND GENERAL TRANSFER

Pool Cars

Office 125 W. Columbia Street

FORT WAYNE, IND.

Fort Wayne Storage Company FORT WAYNE, INDIANA

General Merchandise
Storage and Forwarding

ROCKFORD, ILL.



"The Choice of the Greatest Industries"

FORT WAYNE, IND.

PRIVATE SIDING

Pettit's Storage Warehouse Co.

"FIREPROOF"

STORAGE, TRANSFER, DISTRIBUTION

The Men Who Distribute

Ritter Dental Supplies

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

INDIANAPOLIS, IND.



16 Years of Efficient
Service

Henry Coburn Storage & Warehouse Co.

INDIANAPOLIS

Merchandise Storage
and
Pool Car Distribution

Double track switch of 10 cars capacity, all within building. No exposure of goods to weather. Most centrally located warehouse as to wholesale district and depots.

Operating our own fleet of White and Packard trucks. Also teams for short hauls, heavy machinery, etc.

Reference: R. G. Dun or Bradstreet's Agencies. **FRANK F. POWELL**, President and Manager.

INDIANAPOLIS, IND.

The Central Public Warehouse INDIANAPOLIS, INDIANA

Our equipment is five modern warehouses, to which another will be added next Spring.

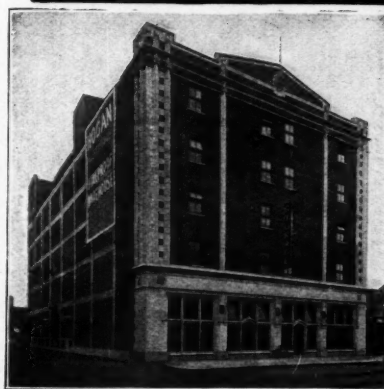
For local distribution we have 13 motor trucks.

We have a system for checking pool cars that permits a smaller percentage of errors than Volstead does alcohol.

Direct trackage with free switching is another help.

INDIANAPOLIS, IND.

HOGAN



"Goods for
Indianapolis
are Goods
for
HOGAN"

A modern fireproof plant that cost \$200,000 before the war. That means pre-war overhead, consequently lower rates.

Located an equal distance from, and near to the principal residence districts of a wealthy city. Every facility for the safe, convenient keeping of all household goods.

We are glad to act as receiving agents for furniture shipments. You may assure your client of perfect service on his arrival. Motor van service and heated rooms.

HOGAN TRANSFER & STORAGE CO.

Indianapolis

Indiana

INDIANAPOLIS, IND.

INDIANAPOLIS WAREHOUSE CO.

Our Service consists of—Warehouse for Manufactured Articles, Trucks for Drayage Equipment. Prompt shipment, and reports as you want them.

We are, in fact, ready to be **your** Shipping Department.

Located in the heart of the U. S. A., within 12 to 24 hours of your customers in Indiana, Ohio, Illinois, Kentucky and Michigan.

Insurance rate, 80¢—extra hazardous goods not taken.

Six-story and basement, heavy mill construction, sprinkler equipped, A. D. T. Watchman Service. 150,000 square feet heated to 50°.

We solicit your business and refer you to any of our customers as to our ability to do it right.

Railroads:

Penna. Ry.; C. C. C. & St. L. Ry.; C. I. & W. Ry.; L. E. & W. Ry.; Ills. Central Ry.; C. I. & L. Ry.
18 Traction Freight Lines.

The Indianapolis Warehouse Co., Inc.

FRANK A. TODD, V. P. and Gen'l Mgr.

West New York and Canal

INDIANAPOLIS

INDIANA

INDIANAPOLIS, IND.

Move the Red Ball Way

WHO MOVES YOU IS JUST AS IMPORTANT AS WHERE YOU MOVE

Moving Furniture and Household Goods Our Specialty

Our connections in the various large cities enable us to quote prices that can not be equaled.

We will extend credit to shippers who are short of ready money.

Ask About Our Payment Plan

LARGEST TRUCKING ORGANIZATION IN AMERICA



Reference:
Bradstreets
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RED BALL TRANSIT CO.

"NATIONAL MOVERS"

COLUMBUS, OHIO
204 James Bldg.

CLEVELAND, OHIO
408 Ulmer Bldg.

DAYTON, OHIO
511 Dayton Sav. & Trust Bldg.

CINCINNATI, OHIO
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HOME OFFICE
INDIANAPOLIS, INDIANA
18 SO. CAPITOL AVENUE



DETROIT, MICHIGAN
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PITTSBURGH, PENNA.
702 Arrott Bldg.

CHICAGO, ILLINOIS
1102 Century Bldg.

TOLEDO, OHIO
429 Nicholas Bldg.

NEW YORK CITY, N. Y.
Open March 1, 1922.

INDIANAPOLIS, IND.

Est. 1895

OTTO J. SUESZ

WAREHOUSE WALNUT AND PINE STS.

Big 4. New York Cen. Lines. L. E. W. R. R. Siding.
Make your local and carload shipments in care of us and we
can make prompt delivery. All Auto Delivery.

PACKING SHIPPING STORAGE HAULING

INDIANAPOLIS, IND.

TRIPP**WAREHOUSE COMPANY**

MERCHANDISE STORAGE
AND DISTRIBUTION

MOTOR TRUCK DELIVERY

KOKOMO, IND.

Tudor Warehouse Co.

SERVICE

Kokomo — 513 N. Buckeye St. — Indiana

MERCHANDISE DISTRIBUTION
AND
HOUSEHOLD GOODS STORAGE

Member National Furniture Warehousemen's Ass'n

SOUTH BEND, IND.

Consign your cars containing merchandise for Northern Indiana and
Southern Michigan points to us for forwarding.

INTERCITY TRANSFER COMPANY

General Forwarders and Distributors.

City Delivery.

Storage.

200-2-4 E. Jefferson Blvd.

South Bend, Indiana

(Members I. T. and W. A.)

SOUTH BEND, IND.

WARNER WAREHOUSE COMPANY

Merchandise

Distribution and Warehousing

Special attention given to the prompt and efficient handling of Pool Cars.
Negotiable Warehouse Receipts issued.

518-524 S. Pine St., SOUTH BEND, INDIANA

H. A. PRUYNE, Manager.

American Warehousemen's Assn., Central Warehousemen's Club, American Chain of
Warehouses.

SOUTH BEND, IND.

Phone Main 774

Woodworth's Storage and Transfer Line**FREIGHT TRANSFER AND HEAVY MACHINERY**

Furniture Moved in Vans and Stored in Fireproof or
Mill Constructed Bldgs.

OFFICE: REAR ROBERTSON HOTEL, EAST WAYNE STREET

J. P. WOODWORTH
Manager

South Bend, Ind.

TERRE HAUTE, IND.

Store in Terre Haute

We solicit your storage and distributing business, being located

In the
Heart of
Indiana's
Jobbing
Field



Penn. R. R.
Big Four
C. & E. I.
L. & N.
and
C. M. & St. P.
Connections

TERRE HAUTE WAREHOUSE & STORAGE CO.
TERRE HAUTE

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LOW FREIGHT RATES

To Us—From Us

The Mississippi marks the line between expensive
shipments and economical redistribution. Car-
loads rehandled in Burlington take a low rate
this far, and another low rate beyond. It is at
this point that the C. B. & Q. break bulk on their
westbound shipments. Through cars are made up
daily for practically all points within a radius of
200 miles and all points of any consequence west.

Mercer Transfer and Storage Company
Burlington, Iowa

CEDAR RAPIDS, IOWA

Pool Cars
Distributors
Household Goods
Storage

Members of
American Chain of
Warehouses
National Furniture
Warehouses Associa-
tion
Illinois Warehouse As-
sociation
Central Warehouse As-
sociation

Careful Moving, Packing and Storing Household Goods
Trackage.

CALDER'S VAN & STORAGE COMPANY
Cedar Rapids, Iowa.



CEDAR RAPIDS, IOWA

Cedar Rapids Transfer Co.

Fireproof Warehouse

Motor Truck Service

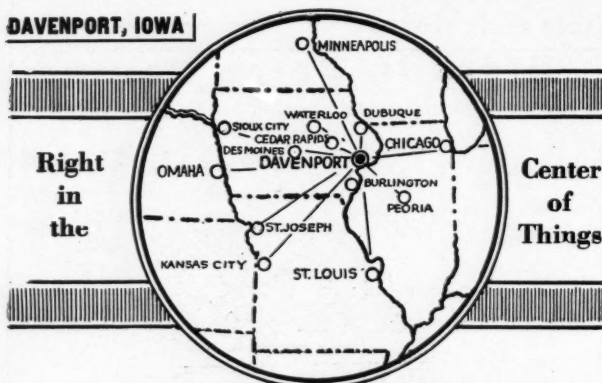
Distributing and Warehousing All Classes of
Merchandise, Household Goods and Automobiles
290,000 Square Feet Storage Space

The Men Who Distribute

Swedish Separators

Read **DISTRIBUTION & WAREHOUSING**
and consult the Shippers' Index

DAVENPORT, IOWA



Davenport, Iowa, is a strategic point in the distribution of commodities in its location on the Mississippi River, which is a great medium in its regulation of freight rates.

Davenport, Iowa, is a great trade center; with the several adjoining states it is in the center of a distribution district reaching twenty million people.

We help "deliver the goods" at a minimum of expense, as a branch house, your distributing agent, or in entire detail, with fireproof storage and trackage.

We have figures to prove the economy of using our organization. Send for our circular showing comparative costs. The great saving of freight car loads to Davenport and local freight rates, in Iowa, Minnesota, Nebraska, Kansas, Missouri, etc., is of vital importance. We are anxious to help traffic managers. Write today.

Davenport, Iowa, member of American Chain of Warehouses, a guarantee of service, satisfaction and lowest prices, being a link of the Warehouse Chain—strictly fireproof Warehouse, located on trackage, in the heart of the wholesale and retail district, one to five blocks from all freight depots.

Ewert & Richter Express and Storage Co.
Davenport, Iowa

DAVENPORT, IOWA

Merchants Transfer & Storage Co.

118 Harrison St., Davenport, Iowa.

Seven Warehouses—Fireproof and Non-Fireproof

Storage, packing, moving. Free switching to any warehouse. We handle pool cars for distribution. Members American Warehousemen's Association, Central Warehouseman's Club, National Furniture Warehousemen's Association.

THE BEST SERVICE AT LOWEST PRICES

DES MOINES, IOWA

City of Certainties

BLUE LINE STORAGE CO., INC.

200-226 Elm Street

Des Moines, Ia.

In the Center of the Wholesale District

**General Merchandise
Storage—Distribution—Forwarding**

Private tracks with capacity of 16 cars connects with all railroads entering the city. Prompt service guaranteed.

DES MOINES, IOWA

FIREPROOF & NON-FIREPROOF WAREHOUSES

Merchandise and Household Goods Storage and Distribution

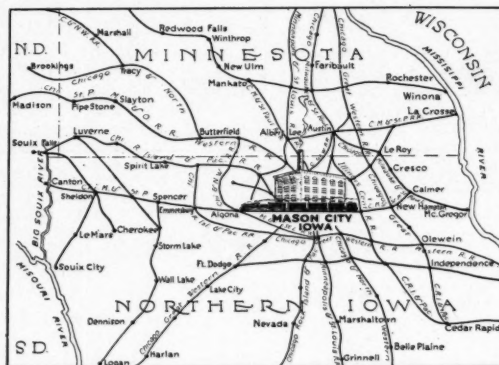
Free Switching charges—cars run direct into building for unloading.

Member of American Chain of Warehouses.

MERCHANTS
TRANSFER & STORAGE CO.

DES MOINES, IOWA

MASON CITY, IOWA



**Economize by Using Cadwell
Service in Mason City, Iowa**

We operate a large fireproof warehouse in which we can handle your spot stocks and from which we re-ship your pool cars into our large territory. We make this service our specialty in this territory, aiding the shipper to cut cost and obtain better results in spite of the great increases in freight rates.

Our building and our truck fleet give you "SERVICE THAT IS SERVICE" from an ideal location in the heart of the city. Mason City, in the heart of a vast agricultural district of the Middle West, is served by the main railroads of the Northwest and has ideal service with all western cities. As the map shows, Mason City has an unparalleled advantage over other distributing points of this territory. We will be glad to serve in any way at any time. Write us.

Cadwell Transfer & Storage Company
Mason City, Iowa

WATERLOO, IOWA

Phone 346

Iowa Warehouse Company
General Warehouse and Transfer Business

**FURNITURE STORAGE AND FORWARDING
AUTOMOBILE STORAGE AND DISTRIBUTING**

**BRANCH HOUSE SERVICE
Waterloo, Iowa**

We are located on C. R. I. & P.—
C. G. W.—Ill. Cent. and W. C. F.
& N. Rys.

180,000 Square Feet Floor Space



ATCHISON, KANSAS

The Grodick Transfer and Storage Co.

Commercial Storage

Distributors—R.R. Trackage—Carloads a specialty.
Prompt Service—No Congestion
Missouri River Freight Rate Adjustments.
Household Goods—Moved, Packed, Stored, Shipped.

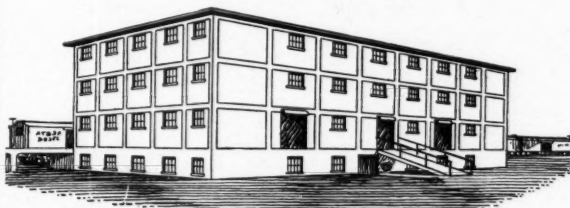
**If Your City Isn't
Represented Here**

Put it on the shippers' map by
inserting your card in this space.

HUTCHINSON, KANSAS

HUTCHINSON BONDED WAREHOUSE

Corner Cleveland and Second
Hutchinson, Kansas



Proprietor A. G. BARNETT, Manager

SANTA FE TRACKS
EIGHT CAR PRIVATE SIDING
FIRE PROOF BUILDING
2,200,000 FT. STORAGE SPACE

WICHITA, KANSAS

A. F. JONES, President
A. S. PARKS, Vice-President
J. H. BRUGH, Sec'y and Gen'l Mgr.



WE OPERATE THREE OF
THE FINEST FIREPROOF WAREHOUSES
IN THE MIDDLE WEST



General Warehousing
Storage, forwarding and Distributing

ROCK ISLAND AVENUE & 2ND STREET

Loans Made on Warehouse Receipts
Capital \$100,000.00

KANSAS CITY, KANSAS

THE INTER-STATE
TRANSFER & STORAGE COMPANY
PACKING, MOVING, STORING AND SHIPPING
1106-8-10 North Fifth Street

L. J. Canfield, Proprietor Both Telephones 0075
We handle approximately 75% of all the freight shipped to Kansas City, Kan.—
L. J. Canfield.

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FIREPROOF STORAGE CO., Inc.

308-14 West Liberty St.,

Located in center of MAIN BUSINESS SECTION
Only absolutely FIREPROOF STORAGE WAREHOUSES
in our city

Assembling and Distributing Car Shipments a Specialty
Prompt attention given to collections

PITTSBURG, KANSAS

Best Location for KANSAS, MISSOURI, and OKLAHOMA
MERCHANDISE STORAGE and POOL
CAR Distribution

Located on the Atchison, Topeka & Santa Fe, Joplin-Pittsburg, Kansas City Southern, Missouri Pacific, and St. Louis & San Francisco Railways.

PITTSBURG TRANSFER & STORAGE CO., Inc.
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LOUISVILLE, KY.

Carry Spot Stocks in Louisville

Where Concentrates the Golden Flood
of Ohio River Valley Commerce
Louisville Public Warehouse Co.

Louisville, Kentucky

W. N. Cox, President.

E. H. Bacon, Vice-President.

WICHITA, KANSAS

SOUTHWESTERN STORAGE AND DISTRIBUTING
COMPANY

Best Distributing Point for the Southwest
Warehouse 25,000 square feet floor space. Free switching privileges.
A. T. S. Fe., C. R. I. P., Mo. Pac. Frisco, Orient and Midland Valley
railroads.

General Merchandise Forwarding and Transferring
Our Specialty.
Reference American State Bank, 428-432 N. Wichita Street
Wichita, Kansas

LOUISVILLE, KY.

SAFETY TRANSFER AND STORAGE CO., INC.

"Louisville's Leading Movers & Packers"

Clay and Main Streets
We Move, Pack, Store and Forward Household
Goods
Member N. F. W. A.

The Men Who Distribute
United Drug Products

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

The Men Who Distribute
Indian Motorcycles

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

ALEXANDRIA, LA.

Carnahan's Transfer & Storage

Alexandria,

La.

Merchandise and Furniture Storage Distributors and Forwarders.

Auto Truck Service

NEW ORLEANS, LA.

LET US PILOT YOU



Bank Your Merchandise With

Appalachian Corporation, Inc., of La.
New Orleans, U. S. A.

"THE CITY OF NEW OPPORTUNITY"
Louis B. Magid, President

Storage Capacity
3000 Carloads

Executive Offices
617 Common St.

RESPONSIBILITY + EFFICIENCY = APPALACHIAN

KEEP IT UP!

One step won't take you very far, you've got to keep on walking;
One word won't tell them what you are, you've got to keep on talking;
One inch won't make you tall, you've got to keep on growing;
One little "ad" won't do it all, you've got to keep 'em going.

Sent to DISTRIBUTION & WAREHOUSING
by George S. Lovejoy, Vice-President of the
American Warehousemen's Association.

NEW ORLEANS, LA.

WAREHOUSES

200,000 Sq. Ft. Floor Space

Storage for Foreign and Domestic Merchandise

OUR warehouses are all on one floor, with a total floor space of 200,000 sq. ft., with cement floors, metal doors, automatic lifting device (electrically operated).

We have track room for 73 cars at one time. This eliminates any possibilities of Demurrage accruing on merchandise. We specialize in Export Freight.

The Independent Warehouse Co. operates in conjunction with the Dennis Sheen Transfer, Inc., the oldest and most complete dray line in New Orleans. We are not forwarding agents.

Independent Warehouse Company
Incorporated

Press & Chartres St., NEW ORLEANS, LA.

NEW ORLEANS, LA.

We Handle Anything in Any Line

Receiving
Pool Car Distribution
Forwarding

Iron Warehouses,

(INCORPORATED)

Spot Stock Storage a Specialty.

A Public Fumigation Service

is maintained under a protected process of proven merit. Every specie of insect life requiring air for existence successfully and permanently exterminated without injury to the goods. Inquiries invited.

Main Office: Fulton and St. Joseph Sts.

BANGOR, MAINE**McLaughlin Warehouse Co.**

Established 1875

Incorporated 1918

General Storage and Distributing

Capacity 70,000 Sq. Ft.

Rail and Water Connection
Private Siding Capacity, 15 Cars.

Member:

American Warehousemen's Association
American Chain of Warehouses**BALTIMORE, MD.**

Phone Gilmor 3000.

THOS. H. VICKERY, President.

**BALTIMORE STORAGE
& MOVING COMPANY**

1710 to 1720 Edmondson Ave.

Members { N. Y. F. W. A. Fireproof W'h's'e in rear
{ Balt. F. W. A.**BALTIMORE, MD.**

L. LEVERING, Pres.

CENTRAL WAREHOUSE CO.

Storage—Transfer—Shipping

517-525 W. Baltimore Street

WATER AND RAIL CONNECTIONSLarge Space Available for
Export and Import Shipments

Pool-Cars Handled Low Insurance

BALTIMORE, MD.**FIDELITY
STORAGE CO.**

2104-6-8-10 Maryland Avenue

Household Goods Exclusively
Your Clients Efficiently Served
All Collections Promptly Remitted

MEMBERS

Baltimore Furniture Warehousemen's Association.
National Furniture Warehousemen's Association.

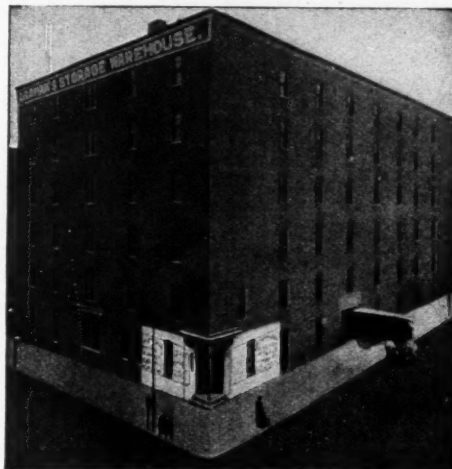
Baltimore's Modern Fireproof Warehouse

The Men Who Distribute

Babbitt's SoapRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index**BALTIMORE, MD.****Graham's Storage Warehouse***The Largest in Baltimore*

Established 1887

GEO. D. MAGRUDER, Pres. and Gen'l Manager

800 Storage rooms, one to ten Van load capacity.
Vans load and unload in the centre of the building.**MOVING — PACKING — SHIPPING****MOTOR EQUIPMENT**Send us your Baltimore Consignment
Members, Md. Whse. Assn., Nat. F. W. A.**BALTIMORE, MD.****THE KAUFMAN FIREPROOF
STORAGE WAREHOUSES**

Chas. H. Kaufman, Prop.

General Offices:

524 to 530 W. Lafayette Avenue, Baltimore, Md.

Warehouses { 524-534 W. Lafayette Ave.
532-534 W. Lafayette Ave.
1404-1406 Division St.
1405-1407 Brunt St.Members { N. F. W. A.
A. W. A.
Balt. F. W. A.

Entire Motor Equipment

**Pick Your
Consignee**from the companies listed in
this section—they are the "live
wires" of the field and will han-
dle your shipments promptly
and efficiently.

BALTIMORE, MD.



General Merchandise Storage

Distribution and Forwarding

Insurance Rate 15c

RAIL CONNECTIONS

Write For Full Particulars

McCORMICK WAREHOUSE, Inc.

McCormick Building Baltimore, Md.

BOSTON, MASS.

ESTABLISHED 1880

T. G. Buckley Co.

Expert Packers and
Movers of Household Goods

BOSTON'S OLD RELIABLE FIRM

Modern Concrete Warehouse for
Household Goods.

"Every Room a Fireproof Unit."
Our Own Rug Cleansing Plant.

30,000 ft. available space for merchandise storage.

We can handle your Boston Business
Efficiently

OFFICE AND WAREHOUSE:

690 Dudley St., Boston

Members N. F. W. A.

BALTIMORE, MD.

Established 1879

MONUMENTAL STORAGE & CARPET CLEANING CO.

1110-1116 PARK AVENUE, BALTIMORE,
MD.

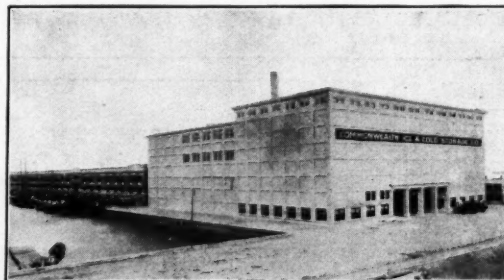
ABSOLUTELY FIREPROOF WAREHOUSE

*Furniture Storage — Packing — Moving
Carpet Cleaning*

Members N. F. W. A. and B. F. W. A.

BOSTON, MASS.

"Where Rail Meets Sail"



Cold storage for all classes of perishable merchandise.

General storage space for all classes of merchandise.

Directly connected side track on New York, New Haven and Hartford.

Perfect local distribution facilities.

Commonwealth Ice & Cold Storage Co.
220 Northern Ave., BOSTON, MASS.

BALTIMORE, MD.

Security Storage & Trust Company

15 W. North Avenue

FIREPROOF WAREHOUSES

MOTOR EQUIPMENT

EFFICIENT SERVICE
TO WAREHOUSEMEN

Members of

*Baltimore Furniture Warehousemen's Association
New York and Illinois Warehousemen's Associations
National Furniture Warehousemen's Association*

BOSTON, MASS.

Quincy Market Cold Storage and Warehouse Co.**STORAGE FOR FREE AND BONDED MERCHANDISE****Special Attention Given to Distribution**

Charles River Stores, 4,776,000 cu. ft. Fireproof construction—Lowest Insurance Rates. Direct track connection with the Boston & Maine R. R. Deep Water Connection—Dock 500 ft. long.

Albany Terminal Stores, 1,430,000 cu. ft. Fireproof construction—Lowest Insurance Rates. Direct track connection with the Boston & Albany R. R.

Constitution Stores, 623,000 cu. ft. Battery Wharf, 1,500,000 cu. ft. Wharfage and Storage. Connects with all railroads via Union Freight R. R.

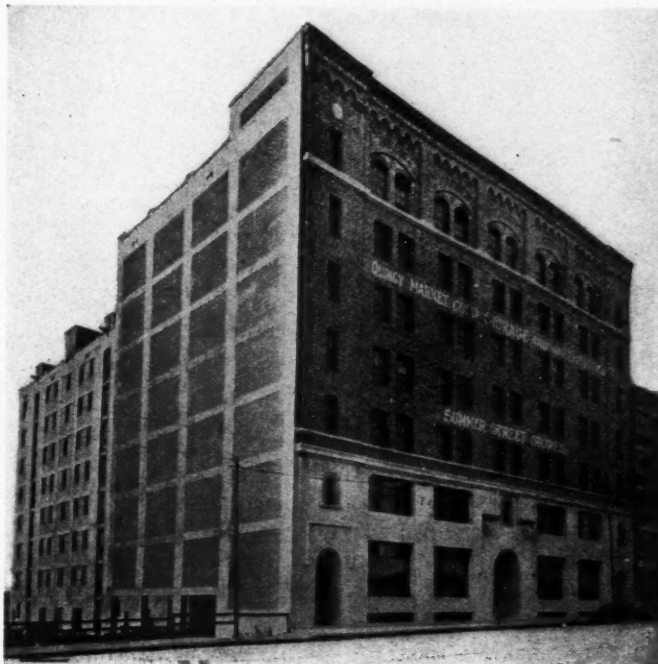
Summer Street Stores, 2,000,000 cu. ft. Fireproof construction. Lowest Insurance Rates. Direct track connection with the New York, New Haven & Hartford R. R.

GEORGE S. LOVEJOY, Manager

General Storage Department

Main Office:

178 Atlantic Ave., Boston, Mass.



Summer Street Stores, Direct Connection via N. Y., N. H. & H. R. R.

BOSTON, MASS.

Northern Avenue Stores and Dock Corporation

New Haven Terminal Stores

308-316 Congress Street, Boston, Mass.

Direct Track Connection

New York, New Haven & Hartford Railroad

Dockage for Steamers and Vessels

Storage of Wool, Leather and General Merchandise**Fort Hill Storage Warehouse**

415-429 Atlantic Avenue

76-86 Purchase Street

General Merchandise

George W. Blinn, Manager

BOSTON, MASS.

The Suffolk Storage Warehouse Company

96 to 104 Northampton Street

L. G. MYERS, Manager

Gives assurance of the best service in handling consignments either for storage or delivery to house or apartment, unpacking and setting up. Only men with long experience are employed.

Established 1890

4 Buildings with 1000 Rooms

Low Insurance Rates

Convenient to All Freight Terminals

Members of

American Warehousemen's Association

National Furniture Warehousemen's Association

BOSTON, MASS.

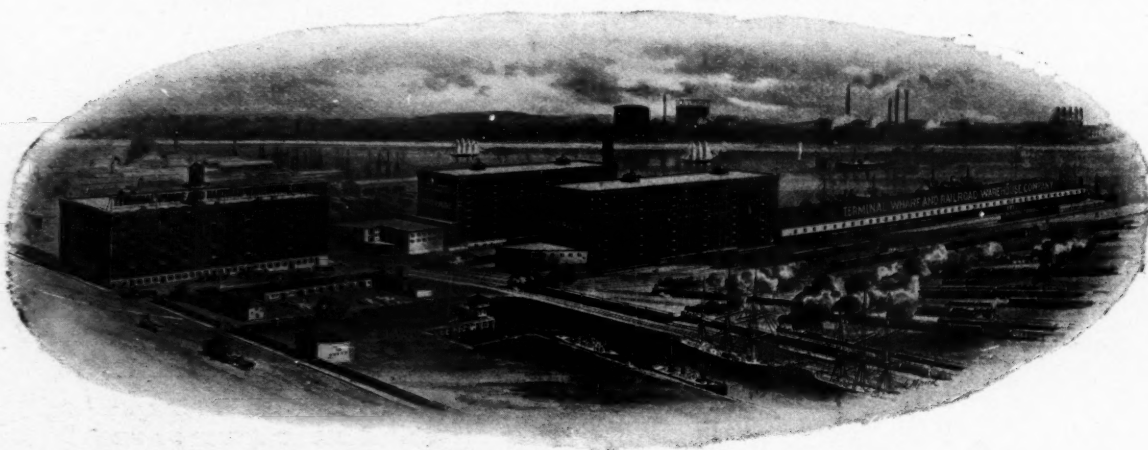
H. H. WIGGIN, PRESIDENT

S. G. SPEAR, TREASURER

TERMINAL WHARF AND RAILROAD WAREHOUSE COMPANY

50 Terminal Street

Charlestown District, Boston



**Storage of Wool, Cotton and
General Merchandise**

LOWEST INSURANCE RATES
DIRECT TRACK CONNECTIONS
BOSTON & MAINE R. R.

SHIPPING DIRECTIONS
MYSTIC WHARF
BOSTON, MASS.

**Fumigation of Foreign Cotton
and Cotton Waste**

AND OTHER MATERIALS AS REQUIRED
BY U. S. GOVERNMENT

CARTAGE TO AND
FROM FREIGHT STATIONS
AND BOAT LINES

WEIGHING, SAMPLING, AND ALL
SERVICES USUALLY PERFORMED
BY AN UP-TO-DATE WAREHOUSE

We will Lease or Build to Suit Tenants

BROCKTON, MASS.

**BROCKTON
FIREPROOF STORAGE COMPANY**

43 North Montello Street, Brockton, Massachusetts

Telephone Brockton 1140

General Merchandise. Distributing. Separate Rooms for Furniture.

Negotiable Receipts.

Bonded Warehouse. Our own Side Track. Member A. W. A.

Located in center of business and shipping district
on N. Y., N. H. & H. R. R.**CAMBRIDGE, MASS.**

When shipping goods by rail, consign to our care via Boston and Albany R. R., East
Cambridge Station. Car lots will be placed at our door on our own private siding.
METROPOLITAN STORAGE WAREHOUSE CO.
134 Massachusetts Avenue, Cambridge, Mass.

WARREN B. HIBBERT, Manager

The Men Who Distribute

Jiffy Desserts

Read **DISTRIBUTION & WAREHOUSING**
and consult the Shippers' Index

HOLYOKE, MASS.

**HOLYOKE
WAREHOUSE CO.**

Park and Crescent Streets

**MODERN FIREPROOF
WAREHOUSE**

B. & M. R. R. Siding

**We specialize in Mer-
chandise Distribution,
Pool Cars or Spot Stocks,
Yard Storage, New
Autos, Trucks, Farm
Implements and Ma-
chinery.**

TRY OUR SERVICE**Heavy Haulage****Truck Service**

HOLYOKE, MASS.**Sheldon Transfer & Storage Co., Inc.**

ESTABLISHED 1870

Main Office 647 Main St. Branch Office 47 Main St.

SPECIALISTS IN POOL CARS

Storage Space, 50,000 sq.ft. N.Y.N.H.&H. and B.&M. Sidings

LOWELL, MASS.**A REAL ALL-ROUND
SERVICE INSTITUTION**

Located in a thickly populated area, we are prepared to render any and all forms of service in connection with the business of storing, distributing and reforwarding. Our facilities and organization assure you of care, promptness and attention to all details covering your transactions with us. The brief details of our organization follow:

**HARVARD STORAGE AND
WAREHOUSE COMPANY
OF LOWELL**Approximately 500,000 sq.
ft. of space.Low insurance rates for
storage of wool, cotton
and general merchandise.
Yard storage for rough
materials.Pool car distributing and
reforwarding.

Collections made.

Track connections with New
York, New Haven & Hart-
ford, and Boston & Maine
Railroads. Free switching.
Private trackage capacity
of twenty (20) cars.

Light and heavy hauling.

Weighing, sampling and
other services expected in
a real warehouse.

Shipments solicited.

BAY CITY, MICH.

The

Riverside Truck & Storage Co.

GENERAL MERCHANDISE DISTRIBUTION

Storage of Household Goods and Merchandise.

Car Load Lots and less than Car Load Lots.

Private Railroad Track—Sidings on all railroads entering Bay City.

Office & Warehouses:

Cor. 2nd & Adams St., Bay City, Mich.

BAY CITY, MICH.

G. VAN HAAREN

V. VAN HAAREN

P. Van Haaren & Sons Storage Co.
FIRE PROOF STORAGE

Steel Compartments for Furniture Storage

GENERAL TRANSFER LINE

MOTOR TRUCK SERVICE

Est. 1880

BAY CITY, MICHIGAN

The Men Who Distribute

Ginter ProductsRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index**DETROIT, MICH.**

DETROIT'S LEADING MOVERS

Detroit Storage Co.Main Office and Fireproof Warehouse
MOVING, PACKING, SHIPPING

MOTOR EQUIPMENT

Corner East Grand Boulevard and Beaubien St.,
DETROIT, MICH.**DETROIT, MICH.****The Hassett Storage Co.**

INCORPORATED



Warehousemen, Forwarders and Distributors

MERCHANDISE STORAGE
EXPERT TRAFFIC SERVICE
MOTOR TRUCK EQUIPMENT
PRIVATE RAILROAD SIDINGLOCATED ON MICHIGAN CENTRAL R. R. ACCESSIBLE
TO ALL RAILROADS ENTERING DETROIT. 24 HOUR
SERVICE ON OUT OF TOWN SHIPMENTS AND CITY
DELIVERIES GUARANTEED.

"IN THE HEART OF DETROIT"

1749 TO 1751 LAFAYETTE BOULEVARD WEST

Phones—Cherry 648 and 649

THE HASSETT STORAGE CO.

R. B. Hassett, Pres.

O. E. Speck, Mgr.

DETROIT, MICH.

Your storage and distributing problems are easily solved by shipping us your carloads for distribution.

MANUFACTURERS WAREHOUSE COMPANY

957 West Congress Street Detroit, Mich.
Warehouses Centrally Located

DETROIT, MICH.

MERCHANTS WAREHOUSE CO.

Storing, Distributing, Forwarding
127 WOODBRIDGE ST., WEST

E. B. Dixn, Manager

Detroit, Mich.

DETROIT, MICH.

C. & H. NIELSEN CARTAGE CO.

FIREPROOF STORAGE—CARTAGE—DISTRIBUTING.

Located in the Heart of the
Milwaukee Junction Factory District.

Clay Ave. and Russell St.

Detroit, Mich.

DETROIT, MICH.

READING CORPORATION

*Largest Hauling Contractors
in Michigan*

Incorporated 1910
Investment \$200,000.00
200 Draft Horses
15 Motor Trucks

Carload Distributors and Commercial Warehousemen
Machinery Movers, Riggers and Erectors

Route your shipments over the following Railroads in our care:

Pere Marquette Ry. Co.
Wabash Railroad

Great Lakes Transit Corp.
Pennsylvania Railroad
Canadian Pacific Ry.

MAIN OFFICE:

415 West Fort Street, Detroit, Mich.

DETROIT, MICH.

Wayne Furniture Packing Co., Inc.

"Michigan's Leading Movers"

Two Warehouses 3019 Mich., 2810-18th St.
Ship 20th St. Team Track.

DETROIT, MICH.

THE ORIGINAL

Turner Cartage Company

General Warehousemen

Motor Trucking
Teaming
Storage



Machinery Moving
and Erecting
Moving

Est. 1880

OFFICIAL CARTAGE AGENTS

Wabash & Canadian Pacific Rys.

Main Office, 1338 Lafayette Blvd., Detroit

WAREHOUSES: 1338 Lafayette Blvd., 1657 Howard St.,
M. C. R. R. and Beaubien St.

DETROIT, MICH.

Established 1895

P. F. WYNNE CARTAGE CO.

1420-1422 Second Ave.
DETROIT, MICH.

'Phone Cadillac 1714 and Cherry 1714

STORAGE and GENERAL WAREHOUSEMEN

Fireproof Warehouse

CARLOAD LOTS and LONG DISTANCE
HAULS

Machinery Moving—Motor and Horse Equipment

U. S. Customs Bonded

The Men Who Distribute

Crystal Domino Sugar

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

The Men Who Distribute

Chester Paper Products

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

If Your City Isn't Represented Here

Put it on the shippers' map by
inserting your card in this space.

FLINT, MICH.

THE ONLY FIREPROOF WAREHOUSE IN FLINT, MICHIGAN

WHEN shipping your household goods to Flint, Michigan, and vicinity, we are the warehousing experts who can serve you best.

We are thoroughly equipped to handle and distribute household goods, general merchandise and machinery.

Write our traffic expert for full information. Our Sanitary Rug Compartments, Trunk Rooms, Silver Vaults and Piano Rooms insure utmost safety to your patrons' goods.

Moving Packing Shipping Storage

FLINT FIREPROOF STORAGE CO.

615 East 6th Avenue

GRAND RAPIDS, MICH.

Most up-to-date Warehouse in Michigan

100,000 Sq. Ft. Floor Space.

Concrete Construction.

Absolutely Fireproof. Sprinkler Risk.

Lowest Warehouse Insurance Rate in State.

Track Capacity, 20 Cars.

Latest and Best Equipment for Handling.

General Merchandise Storage

Cartage Facilities.

High Grade Service Guaranteed.

Negotiable and Non-negotiable Warehouse

Receipts Issued.

Pool Car Distribution.

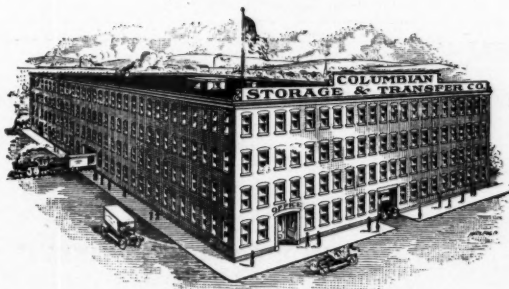
Furniture Manufacturers Warehouse Co.

505-511 Fulton St., West

Grand Rapids, Mich.

GRAND RAPIDS, MICH.

LARGEST COMMERCIAL WAREHOUSE IN WESTERN MICHIGAN



COLUMBIAN STORAGE & TRANSFER CO.

Located within four blocks of all principal freight depots.

GRAND RAPIDS, MICH.

"INSTANT SERVICE"

MERCHANDISE WAREHOUSE ONLY

We operate 36 horse-drawn vehicles and 12 motor trucks. Orders received before noon shipped same day.

Pool Car Distribution

Private R. R. Siding

Michigan Central R. R.

Free Switching

GRAND RAPIDS, MICH.

Kent Storage Company

Main Office and Warehouses

Front Avenue and Pennsylvania Tracks

Grand Rapids, Mich.

General Merchandise

Storage and Reforwarding

Six Warehouses Floor Space 200,000 sq. ft.

Pool Car Distributing

Light and Heavy Hauling (Power Trucks)

Trackage Capacity 200 Cars

Connections with All Lines—Private Sidings on Penna. and Pere Marquette R.Rs.

Located in Center of Wholesale District Within Three Blocks of All Freight Houses.

When You Need Better Service in Grand Rapids Get in Touch with Us!

Insurance Rate 55c. per \$100.00 Annum.

Brick Construction—Automatic Sprinkler System.

COLD STORAGE

500,000 Cubic Feet

Temperatures Zero to 40 Above

Members of { American Chain of Warehouses
American Warehousemen's
Association

E. R. McCoy, General Manager

GRAND RAPIDS, MICH.**Elston Packing & Storage Co.**

Storage household goods and merchandise. Seven warehouses with over 200,000 sq. ft. of floor space.

Members of the Illinois Warehousemen's Assn., New York Warehousemen's Assn. and American Warehousemen's Assn.
GRAND RAPIDS, MICH.

GRAND RAPIDS, MICH.**HELMUS BROTHERS**

LONG DISTANCE HAULING,
MOVING, PACKING AND STORING

FIREPROOF AND NON-FIREPROOF WAREHOUSES

941-959 Wealthy St., S. E.

Grand Rapids, Mich.

GRAND RAPIDS, MICH.**Shank Fireproof Storage Company**

Largest Fireproof Storage Warehouse in Western Michigan.
Merchandise and Household Goods.

Members I. F. W. A.

JACKSON, MICH.**Shaw Storage & Transfer Co.**

107 Michigan Ave., Jackson, Mich.

H. A. SHAW, Proprietor

Prompt Service—Private Rooms—Popular Rates.

MOTOR TRUCK SERVICE

AUTO AND WAGON EXPRESS—PACKING—MOVING—STORAGE

KALAMAZOO, MICH.**Kalamazoo Storage & Transfer Co.**

430 N. Burdick St., Kalamazoo, Mich.

Merchandise storage and DISTRIBUTION

Household goods

Storage

Michigan Central R.R. Siding

KALAMAZOO, MICH.**National Storage Company**

KALAMAZOO, MICH.

301-311 East Water Street

MERCHANDISE DISTRIBUTION
HOUSEHOLD GOODS STORAGE
ABSOLUTELY FIREPROOF
STORAGE—PACKING—SHIPPING

Pennsylvania R. R. Siding.

Member { National Furniture Warehousemen's Assn.
American Chain of Warehousemen

LANSING, MICH.

THE LOGICAL DISTRIBUTING POINT
FOR POOL CAR SHIPMENTS IN MICHIGAN
COMMERCIAL AND FURNITURE STORAGE
7 MOTOR TRUCKS FOR TRANSFER SERVICE
Fireproof Storage & Transfer Co.

LANSING, MICH.**Lansing Storage Company**

Exclusive Household Goods Storage
Moving, Packing, Shipping

Motor Van Service for Inter-city Work
"We know how"

412 No. Washington Ave., Lansing, Mich.

LANSING, MICH.**Lansing Warehouse Company**

403-5-7 East Shiawassee Street

Merchandise

Storage

Household Goods

325,000 cu. ft.

25,000 cu. ft.

Distributors Pool Car Shipments

Ship N. Y. C., M. C., P. M., G. T. W. R. R. or Electric

SAGINAW, MICH.**CENTRAL WAREHOUSE CO.**

GENERAL WAREHOUSEMEN AND FORWARDERS

MERCHANDISE DISTRIBUTION

SPRINKLER SYSTEM

Private Sidings M. C. R. R.

SAGINAW, MICH.

Office

N. Michigan Ave.

DULUTH, MINN.**SECURITY STORAGE & VAN CO.,**

14 EAST MICHIGAN ST.

STORAGE AND TRANSFER
OF HOUSEHOLD GOODS
AND MERCHANDISE

POOL CAR DISTRIBUTORS

Located on Terminal Tracks

No Switching Charge

MINNEAPOLIS, MINN.

Both our fireproof and non-fireproof warehouses are located in the downtown business district on direct railroad trackage.

DISTRIBUTING AND WAREHOUSING
MERCHANDISE AND HOUSEHOLD GOODS

TRUCK SERVICE

Regular Trips Between Twin Cities

Cameron Transfer and Storage Co.

Main Office, 420 Second Avenue South

Warehouses: 734 to 758 North Fourth Street

MINNEAPOLIS, MINN.**Minneapolis Terminal Warehouse**

STORAGE

FORWARDING

DISTRIBUTION

IN SPITE OF

H. and H. W.

WE WILL HANDLE YOUR SHIPMENTS
WITHOUT DELAY

Write to

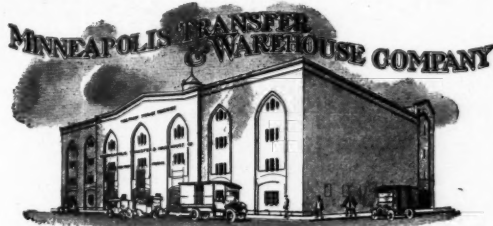
W. J. BUCHANAN, Mgr.,
Minneapolis

SHIP TO MINNESOTA TRANSFER, MINN.

**If Your City Isn't
Represented Here**

Put it on the shippers' map by
inserting your card in this space.

MINNEAPOLIS, MINN.

**FIREPROOF**

Locked Private Fireproof Rooms for Storage of Household Goods, Lowest Insurance Rate in Minneapolis

MOVING—PACKING—SHIPPING

POOL CAR DISTRIBUTORS

Complete Fleet of Auto and Horse Vans

MINNEAPOLIS, MINN.

SECURITY WAREHOUSE COMPANY

Established 1883

MERCHANDISE STORAGE And DISTRIBUTION

For Minnesota and Northwestern States

**L. C. L. Shipments without
Cartage
Motor Truck Deliveries
Located in heart of whole-
sale district**

Minneapolis

MINNEAPOLIS, MINN.

Skellet Company

MINNEAPOLIS

1,000,000 cubic feet

**Fireproof Storage
Merchandise and Household
Goods**

We issue our own insurance, authorized by State Insurance Commission

Bonded to the State of Minnesota for \$50,000

ROCHESTER, MINN.

CAREY & SMITH, Transfer & Storage

Building of Brick and Concrete.
Will give your shipments careful attention.
Facilities for distribution of pool cars.
Moving, packing, shipping and storing Household Goods and Merchandise.
Motor Equipment.

Members of Minnesota Warehousemen's Assn.
Cor. 6th St. and 9th Ave., Rochester, Minn.

ST. PAUL, MINN.

St. Paul

Minn.



Distributors and Handlers of
HOUSEHOLD GOODS

ST. PAUL, MINN.

Your Patrons in the Northwest Demand Quick Service

Let us help you give it to them

We are at the natural gateway, at the junction of nine railroads, Minnesota Transfer, in Midway, a short distance from the jobbing and retail districts of both St. Paul and Minneapolis—giving complete accessibility from one stock to every point.

L. C. L. shipping without carting. Motor Trucks for local deliveries. Forty acres of ground. Six miles of trackage, operated by our electric locomotives.

**Merchandise Bonded and Cold Storage
Industrial Sites**

*Let us help you solve your distribution problem
in this territory.*

CENTRAL WAREHOUSE COMPANY

Office: 739 Pillsbury Avenue
St. Paul, Minn.

The Men Who Distribute

Bixby's Blacking

Read **DISTRIBUTION & WAREHOUSING**
and consult the Shippers' Index

ST. PAUL, MINN.

Kedney Warehouse Co.*Commercial Storage and Forwarding***St. Paul Warehouse**
9th and Broadway**Minneapolis Warehouse,** 8 to 22 Hennepin Ave.

Private sidings and free switch connections with all roads

Our own motor trucks operating in and between both cities.

ST. PAUL, MINN.

ST. PAUL TERMINAL WAREHOUSE COMPANYNew, clean, fireproof warehouses.
Located centrally in jobbing district.
LCL shipping without cartage.
Motor Trucks for store door delivery.
Bonded to the State.*Merchandise Storage and Distribution*

ST. PAUL

JACKSON, MISS.

RICKS STORAGE & DISTRIBUTING COMPANYLocated at the logical distributing point for Mississippi. Merchandise storage and prompt distribution of pool cars. Modern brick building on Illinois Central Railroad siding.
Motor Truck Service.

JOPLIN, MO.

Tonnies Transfer & Storage Co.

1027-43 Virginia Ave. Joplin, Mo.

Distribution and storage of merchandise
Fireproof warehouses—Motor van service
On railroad siding—Lowest Insurance rates**PACKING—STORAGE—SHIPPING**

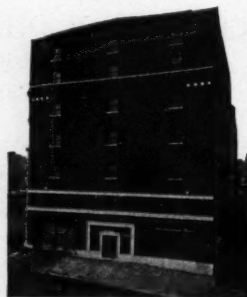
KANSAS CITY, MO.

Fireproof Warehouse
Convenient to All
Freight Depots

Send your consignments in our care

Members of N. F. W. A.
Members of M. W. A.**L. Leritz & Son**

2616-18-20 Warwick



Ins. Rate 22c

KANSAS CITY, MO.



No, it's not a case of 'hooch'! He's unboxing. He's tickled just because we handled his shipment 'To the queen's taste.' He finds Our service **EXPERT** and **EXPEDITIOUS**, As promised. He's simply a picture Of any good customer of yours whose Household Goods you consign to us. Ask any N.F.W.A. member who's Done business with us; he'll tell You Groves is a bear on reciprocity; Always does a clean, shipshape job; Forwards collections promptly. **FIREPROOF Warehouse.** Make bill of Lading to Groves Fireproof Warehouse Co., 31st at Highland, Kansas City.

GROVES
MOVES
you right

KANSAS CITY, MO.

HOMER L. FARR, Mgr.

The Liberty Warehouse

1225-7 UNION AVENUE

Located in the heart of the wholesale district, with side tracks on Union Pacific. Specialists in the handling of distribution accounts.
Motor Service.

KANSAS CITY, MO.

In the Heart of the City in the "Heart of America"**Two Bonded Fireproof Warehouses***Your Collections Remitted by Return Mail***Monarch Transfer & Storage Co.**
Kansas City, Mo.ON 31st STREET AT MICHIGAN
ON MAIN STREET AT THIRTY-NINTH

The Men Who Distribute

United Drug Products
Read **DISTRIBUTION & WAREHOUSING**
and consult the Shippers' Index

KANSAS CITY, MO.



Merchandise
STORAGE
DISTRIBUTION

North Kansas City Development Co.
730 Railway Exchange
Kansas City, Mo.

KANSAS CITY, MO.

KANSAS CITY, MO.

In order to please your customers bill their goods to us and shipment will be handled in our usual intelligent, prompt and careful manner.

Collections Made and Returned Promptly

38 Years in
Business

Oldest Firm in
City

Member: National Furniture Warehousemen's Association

PERKY BROS.

Warehouse, 2431-33 Prospect Branch Office, 217 E. 10th Street
AUTO VAN SERVICE

ST. LOUIS, MO.

Four of St. Louis' oldest and largest household goods warehouses under "GENERAL" management.

The American Storage & Moving Co.

The J. Brown Storage Co.

The Langan & Taylor Storage & Moving Co.

The R. U. Leonori Auction & Storage Co.

In the world of household goods warehousing,
these words are synonyms—

SAINT
LOUIS
MISSOURI

&

GENERAL
WAREHOUSING
COMPANY

ST. LOUIS, MO.

Gateway to the West and South

COLUMBIA TERMINALS Co.

—Especially Equipped to Handle—

Pool Cars, Storage, Baggage, Drayage

OPERATING

Ten Warehouses, 300 Wagons, 75 Motor Trucks, 50 Tractors,
150 Semi-Trailers

Merchandise Storage Warehouse occupying entire city block in the heart of the wholesale and jobbing district, St. Louis—120,000 square feet devoted to storage—sprinkler system—low rate of fire insurance—warehouse more convenient to jobbers and wholesalers than any other storage warehouse in St. Louis. Exceptional facilities for the prompt forwarding of shipments to go beyond St. Louis. Write us for rates.

We lease motor trucks by hour, day or contract
15,000 TONS STORAGE CAPACITY

ST. LOUIS, MO.

BEN A. LANGAN

FIREPROOF STORAGE CO.

5201 to 5209 Delmar Ave.

ST. LOUIS

Expert Movers and Forwarders of
HOUSEHOLD GOODSOur Auto Van Service is Unexcelled
Your Interests Will Be Safely Guarded

ST. LOUIS, MO.

The St. Louis Gateway.

Goods laid down on our floors in St. Louis are within a few hours of a million and a half purchasers, while 775,000 are right outside the doors. With our downtown location and excellent re-shipping facilities you can serve this mammoth population at minimum expense. We co-operate in serving your interests in this territory. We make a specialty of the storage of automobiles. See page 2 of this issue.

Pennsylvania Terminal Warehouse Co.
of St. Louis, Missouri.

Rogers Porter, Resident Mgr.

ST. LOUIS, MO.

1	2	3	4	5	6	Days
	144 HOURS - 2 SHIPMENTS					.08%
	120 HOURS - 4 SHIPMENTS					.17%
	96 HOURS - 12 SHIPMENTS					.53%
	72 HOURS - 72 SHIPMENTS					3.2%
						19.9%
	48 HOURS - 456 SHIPMENTS					

24 HOURS
1747
SHIP-
MENTS

76%

Promptness

This graph is the record of an average month's service to one customer. The thickness of the line indicates the percentage of his orders shipped, the length shows the amount of time between receiving the order and despatching it.

Over three-quarters of them went out the same day. Nearly 96% went before two days had passed. That promptness, with the general excellence of our service, holds such accounts as Florence Stoves, Cascarets, Ivory Soap, Quaker Oats, Arm & Hammer Soda, Beaver Board, French Batteries, and other toplineers. What satisfies them will satisfy you. Ship thru the

Join the
Goodly Com-
pany of our
Patrons

S. N. LONG WAREHOUSE,

St. Louis, Mo.

SPRINGFIELD, MO.

The Natural Distributing Point
for the rich
Ozark Mountain TerritorySPRINGFIELD WAREHOUSE
& TRANSFER CO.

Capital \$100,000

Storage and Distribution of Merchandise and
Implements
Four Warehouses Low Insurance Rates
Consignment of Pool Cars Solicited
Modern Facilities for Moving, Packing and Shipping
Furniture and Household Goods

LINCOLN, NEBR.

Globe Delivery Co.

Merchandise and Furniture Storage

Distributors and Forwarders

5 Warehouses—Trackage

Write us for explanation of Lincoln's ad-
vantages as a distribution center

ST. LOUIS, MO.

THE
McPHEETERS WAREHOUSE COMPANY
MERCHANDISE STORAGE AND DISTRIBUTORS

Trackage Capacity—Eleven Cars

ST. LOUIS, MO.

JOHN C. CROTHERS

Secretary and General Manager

OMAHA, NEBR.

**"ADEQUATE FACILITIES
WHEREVER GOODS GO"**

We have every facility for handling
whatever goods may be offered us

BEKINS OMAHA VAN & STORAGE CO.
16th and Leavenworth Sts. Omaha, Nebraska

The Men Who Distribute

Cook's LinoleumRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

OMAHA, NEBR.

FIDELITY STORAGE & VAN CO.

1107-11 HOWARD STREET

Exclusive Household Storage

Removals — Packing — Forwarding

All Collections Promptly Remitted

MEMBERS { American Warehousemen's Association
Central Warehousemen's Club
National Furniture Warehousemen's Association

OMAHA, NEBR.

GORDON Fireproof Warehouse & Van Co.

Main Office: 219 North 11th Street

Four warehouses on track, equipped with automatic sprinkler systems.

Accommodations for brokers, jobbers, automobile manufacturers, etc.

Household Goods Packed
Stored and Forwarded

MEMBER:

American Warehousemen's Association.
Central Warehousemen's Club.
National Furniture Warehousemen's Association.

OMAHA, NEBR.

THE "CITY OF OPPORTUNITY"

Represented by the

Pacific Storage & Warehouse Co.

1007-9-11 JONES STREET

We have studied the problems of the national distributor of manufactured articles and merchandise and have both the experience and facilities to care for business of this kind in a way that will satisfy the most critical.

Write us about the goods you have to be distributed in this territory and we shall be glad to quote prices for delivery, storage or reshipping.

MOTOR TRUCK SERVICE — 75,000
SQUARE FEET OF STORAGE SPACE

Members of the Central Warehousemen's Club

OMAHA, NEBR.



NEW FIRE PROOF BUILDING

336,000 Square Feet Storage and Leasing Space, Sample Rooms, Office Space, Merchandise, Storage and Distribution Exclusively.

Mercantile Storage & Warehouse Company

Omaha, Nebraska

We Specialize in Merchandise Distribution

OMAHA, NEBR.

THE TERMINAL WAREHOUSE CO.

Very centrally located.

702-712 So. 10th St., OMAHA

336,000 Square Feet



MERCHANDISE WAREHOUSING and FORWARDING
BROKERS' OFFICES AND SAMPLE SPACE

"SERVICE COUNTS"

We have our own truck line and are equipped to make prompt deliveries.

EXPERIENCED MEN IN CHARGE

Special attention to Pool Car Distribution.

Consign your merchandise to us for prompt and efficient service.

ATLANTIC CITY, N. J.**ELDRIDGE EXPRESS and STORAGE WAREHOUSE CO.**

Office: 110 N. South Cardina Avenue
Inter-City Auto Service Heavy Hauling



Railroad
Siding and
Storage Yard

Storage for
Goods and
Merchandise

Piano Moving

Phone 108

BELMAR, N. J.**MOTTO SERVICE****NAYLOR'S VANS & EXPRESS**

Experienced Movers and Packers of Fine Furniture, Pianos and Safes. Padded Motor Vans for local and long distance moving.

We move anything that is movable.

W. R. NAYLOR, Manager

706 NINTH AVE., BELMAR, N. J.

EAST ORANGE, N. J.

JACOB DIETRICH, Pres.

JACOB DIETRICH

47 No. Grove Street

Est. 1887

STORAGE, PACKING, SHIPPING,
HOUSEHOLD GOODS

Distribution Pool Car Shipments H.H.G.

EAST ORANGE, N. J.

Established 1887 R. T. BLAUVELT, President

Lincoln Storage Warehouses

FIREPROOF NON-FIREPROOF MOTOR EQUIPMENT

Members of the American Warehousemen's Association and
National Furniture Warehousemen's Association

Principal Office, 85 MAIN STREET

EAST ORANGE, N. J.**The Orange Storage Warehouse**

Fireproof Household Goods Warehouses

42 Harrison Street

MOTOR TRUCK EQUIPMENT

Members New Jersey Furniture Warehousemen's Association.

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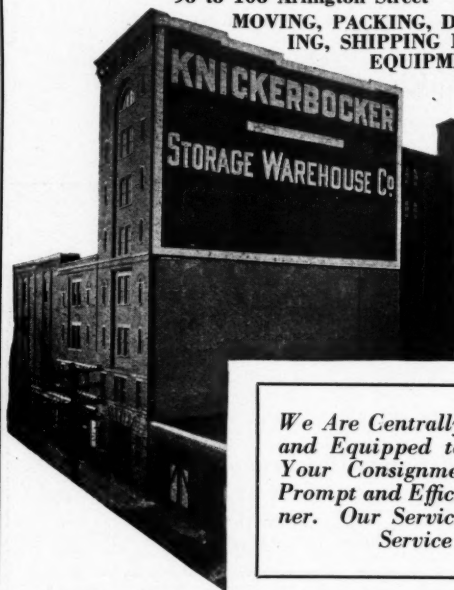
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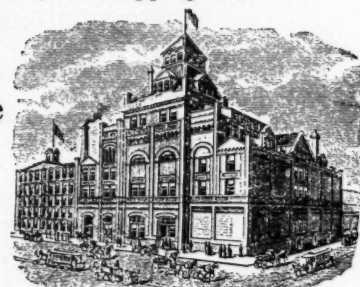
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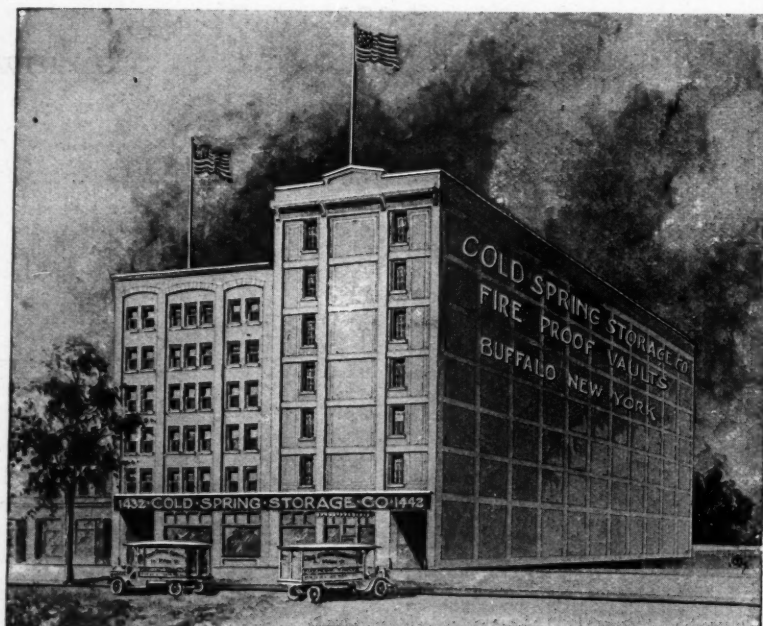
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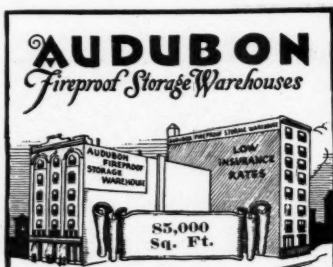
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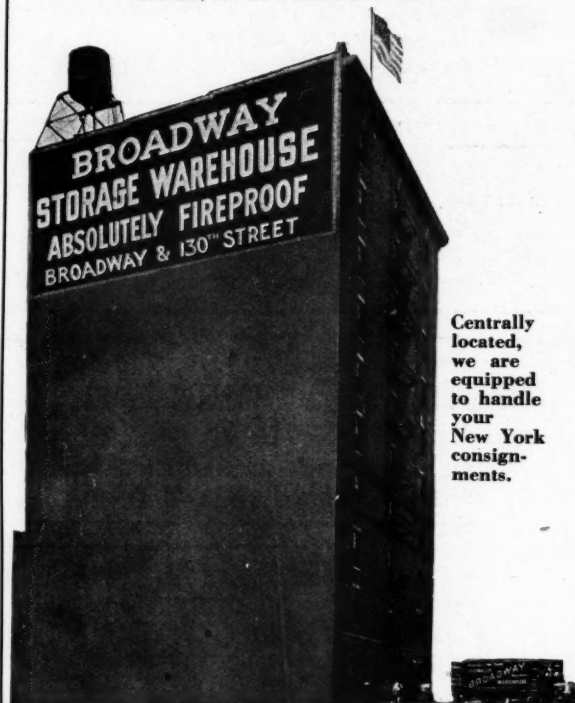
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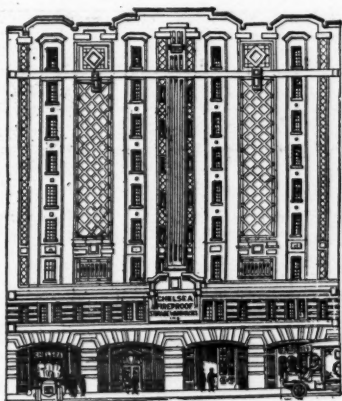
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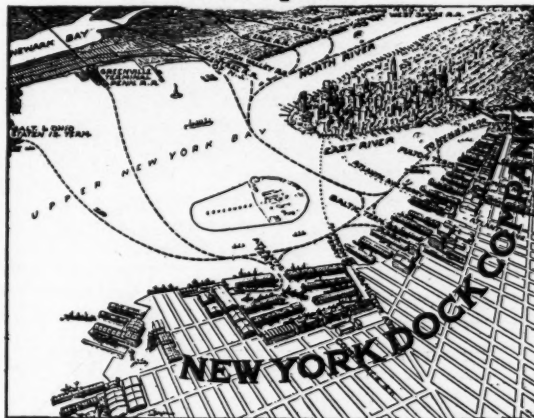
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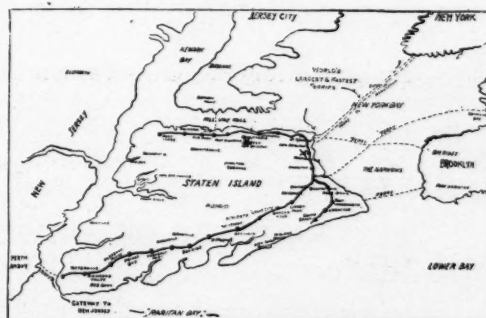
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A Room for Every Load of Furniture

The Tiffany Fireproof Storage Warehouses

1133-35 Tiffany Street, Bronx

When consigning your goods to the Bronx ship to us. We are conveniently located near all railroad terminals.

Efficient Service Our Motto
Packing—Shipping—Crating

Members of
National Furniture Warehousemen's Association
N. Y. F. W. A., V. O. A. of Greater New York

NEW YORK, N. Y.

To insure quick delivery and lowest handling expense consign all New York Shipments to Tooker Storage & Forwarding Co., 28th St. Erie R. R. Terminal; Chicago Shipments to Tooker Storage & Forwarding Co., 14th St. Erie R. R. Terminal.

TOOKER STORAGE & FORWARDING CO.

MERCHANDISE WAREHOUSEMEN

New York Office	Chicago Office
and	and
Warehouse:	Warehouse:
28th St. & 11th Ave.	Clark & 14th Sts.
Erie R. R. Tracks	Erie R. R. Tracks
Tel. Chelsea 7845-7846	Tel. Victory 2360-2429

NEW YORK, N. Y.

"We Move in Society"

HUGH F. WARD & BRO.

MOVING, PACKING AND SHIPPING

Storage Warehouses, 540-542 West 38th Street, New York
Members of N. F. W. A., N. Y. F. W. A., A. W. A., V. O. A.

NEW YORK, N. Y.

WARWICK-THOMSON CO.

Transfer

Forwarding Agents and Warehousemen

Main Office: 600 West 34th St., New York City

Railroad-Freight. Out-of-town Shippers of Car Loads to New York, consigned to one or more firms, can ship in care of WARWICK-THOMSON CO. and PROMPT DELIVERY and SATISFACTORY SERVICE will be guaranteed. We will re-ship your goods for suburban delivery by the BEST and CHEAPEST LINES.

BEST FACILITIES OF ANY FORWARDING AGENT IN NEW YORK CITY.

WAREHOUSES. Charges reasonable and Insurance Rates Low. Merchandise can be stored with us and delivered or shipped as per order, giving out-of-town firms same advantages for quick delivery as if they had warehouses in New York City.

Correspondence solicited.

NEW YORK, N. Y.

Willoufred WAREHOUSES Inc

General Merchandise Storage

665-73 11th Ave. and 601-03 W. 48th St.
New York City

FREE AND BONDED STORAGE

NIAGARA FALLS, N. Y.

WILLIAM YOUNG

TRANSFER AND STORAGE OF
HOUSEHOLD GOODS

MACHINERY AND SAFE MOVING A SPECIALTY
"Unexcelled SERVICE"

NORTH TONAWANDA, N. Y.

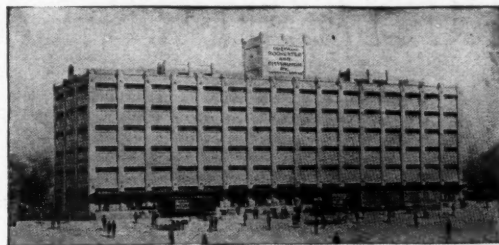
HAMILTON Transfer & Storage Co.

Trucking and Hoisting
Contractors

TRANSFER & STORAGE OF HOUSEHOLD GOODS



ROCHESTER, N. Y.



General Merchandise Storage

DISTRIBUTION AND FORWARDING

Insurance Rate 12c.

Service That Brings Results

B. R. & P. Warehouse, Inc.

E. D. Davis, President

Rochester, N. Y.

POUGHKEEPSIE, N. Y.

Birrer Motor Freight & Transportation Co., Inc.

Poughkeepsie and New York Express
Moving Hauling Shipping
Concrete Distributing Warehouse
Pool Cars

Office and Warehouse, 574-576 MAIN ST.

PHONE 2059

ROCHESTER, N. Y.

JOSEPH A. SCHANTZ COMPANY

173-219 CENTRAL AVENUE



We have every facility for handling your Rochester shipments

Two Fireproof Warehouses
Two Non-fireproof Warehouses
Large Fleet of Modern Motor Vans

By mailing your Rochester bills of lading to us you are guaranteeing the most prompt and courteous service to your patrons. You are also protecting your own interests, because we will return all collections promptly and watch the details carefully.

Member of New York Furniture Warehousemen's Ass'n

ROCHESTER, N. Y.

Arthur S. Blanchard, President and Treasurer

Blanchard Storage Co., Inc.

Storage
Moving

HOUSEHOLD GOODS

Packing
Shipping

Rochester "Chief" Rug and Carpet Cleaners
Allen and N. Washington Streets

Members New York and Illinois Furniture Warehousemen's Association

ROCHESTER, N. Y.

Storage, transfer and forwarding of general merchandise. Only warehouse situated in center of city on N. Y. C. R. R. siding. Equipped with sprinkler system. Lowest insurance rates.

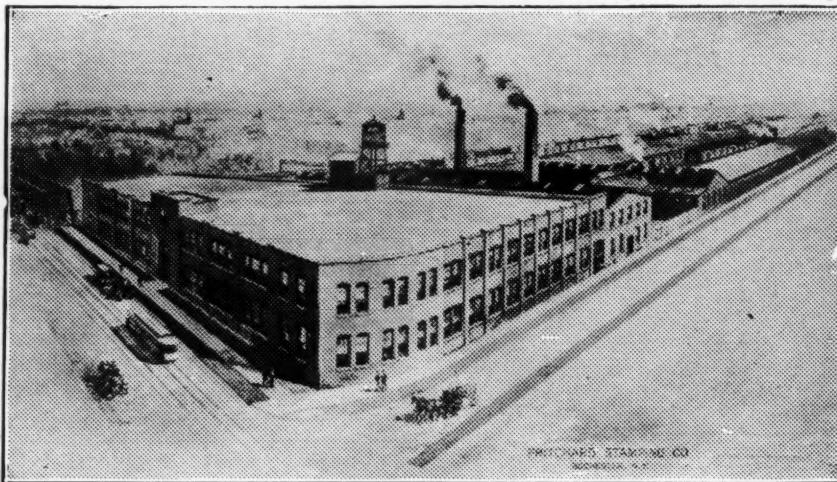
MONROE WAREHOUSE CO., INC.,

55-83 Railroad Street

Rochester, N. Y.

ROCHESTER, N. Y.

ROCHESTER'S LARGEST WAREHOUSE



Situated on the Main Line of the New York Central Railroad.

Located at the Hub of the Commercial and Residential Districts.

**Storage for
General
Merchandise
and Household
Goods**

750 CARLOAD CAPACITY

Connections with All Railroads Entering City
Direct Switch Running Into Buildings

Local and Long Distance Hauling and Distribution
"Same Day Service"

Buildings Fully Equipped with Sprinkler System

EDWARD W. WARDIN
Treas. and Gen. Mgr.

PRITCHARD STORAGE & WAREHOUSE COMPANY

East Main Street & N. Y. C. R. R.

Rochester, N. Y.

ROCHESTER, N. Y.

ROCHESTER CARTING CO.

Members New York Warehousemen's Association
Distributors of Car Load Freight
Unsurpassed facilities for Storing, Transferring and Forwarding
Merchandise and Household Goods
Two Large Storage Warehouses
162-164 ANDREWS STREET

SCHENECTADY, N. Y.

Lights and Hauls the World

We don't light the world, but we pack, crate and ship H. H. Goods to all parts of the world.

Exclusive H. H. Goods Storage Warehouse.

NEIL F. RYAN

We Move Anything Anywhere

Storage Warehouse:
228-234 Broadway

Fleet of Fourteen Trucks and
Vans. Local and Long Distance Hauling.

SCHENECTADY, N. Y.

SCHENECTADY

is a natural Distributing Center. We make a specialty of L. C. L. Forwarding and Distribution of Pool Cars.

Two up-to-date Warehouses. Track connections with all Railroads entering City.

Storage of Household Goods, Merchandise, Implements, Yard Storage. Heavy Haulage. Motor Service.

SCHENECTADY STORAGE & TRUCKING COMPANY

SCHENECTADY, N. Y.

W. CADY SMITH

114 Wall Street

Household Goods Moved, Stored, Packed and Shipped
General Merchandise Distributors for Manufacturers and Wholesalers

Daily Express Service Between Albany and Schenectady

The Men Who Distribute

Quality Brands

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

The Men Who Distribute

Tropical Paint

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

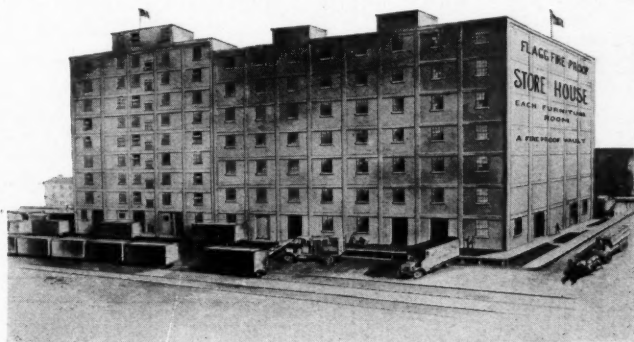
SYRACUSE, N. Y.

SEPARATE ROOMS FOR FURNITURE.
LIBRARIES, RECORDS, WORKS OF
ART, HOUSEHOLD EFFECTS, ETC.

Capital Invested
\$400,000.00

ESPECIALLY EQUIPPED FOR STORAGE
AND FORWARDING GENERAL
MERCHANDISE and POOL CARS

Est. 1899



MEMBERS OF
American Warehousemen's Assn.
National Warehousemen's Assn.
American Chain of Warehouses
New York State Warehousemen's Assn.
Central New York Warehousemen's Club



SYRACUSE'S BEST

FLAGG STORAGE WAREHOUSE CO.

Fireproof Storage and General Trucking

STEAM HEATED ROOMS FOR PIANOS

FURNITURE PACKED AND SHIPPED

RAILROAD CONNECTIONS

Cor. Townsend and Canal Sts.

SYRACUSE, N. Y.



SYRACUSE, N. Y.

King Storage Warehouse, Inc.

Opposite N. Y. C. West St. Station



**COMMERCIAL and FURNITURE
STORAGE
PRIVATE RAILROAD SIDINGS**

DISTRIBUTING SERVICE

Carload or less carload shipments will receive prompt and careful attention. This branch of warehousing has been a specialty with us for over twenty years. We maintain our own delivery service.

HOUSEHOLD GOODS

We solicit your Syracuse business. Motor delivery service. Careful attention to collections. Satisfaction to yourself and customer guaranteed.

FOR SAFETY WE SHIP FURNITURE IN THE KING SHIPPING CASE

358-376 West Water St.

MEMBERS

American Warehousemen's Association
National Furniture Warehousemen's Association

SYRACUSE, N. Y.

Always Ready to Serve and Satisfy

Syracuse Furniture & Forwarding Co., Inc.
270-272 James St.

Better Than Bank Service on Collections
Up-to-the-Minute Service

MOVING PACKING SHIPPING STORAGE



Sixteen years of satisfactory, progressive and efficient service in Syracuse enables us to give the best at the least expense.

**SYRACUSE SHIPMENTS MADE IN OUR
CARE WILL BE HANDLED RIGHT**

Centrally
Located
to all
Freight Houses

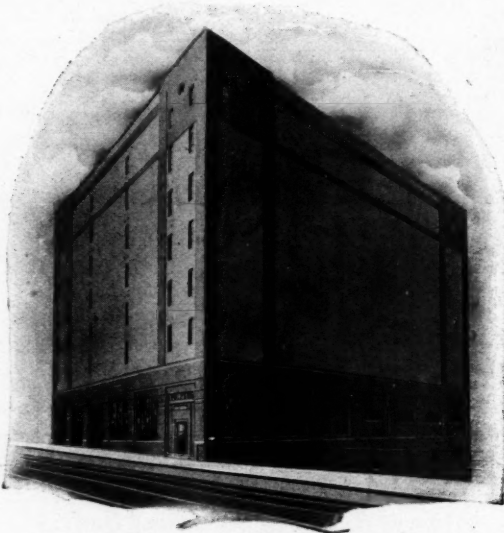


Siding on
New York
Central for
handling car-
load shipments.

SYRACUSE, N. Y.

GREAT NORTHERN WAREHOUSES, Inc.

*The Warehouse That PUT SERVICE
in Warehousing at Syracuse*



SYRACUSE'S FINEST

SUPPORT YOUR

SALES

ADVERTISING
EFFORTS
ORGANIZATION

With Great Northern Warehouse
Distribution Service.

It Helps to Get and Hold Business
The Best Assurance of Satisfied
Customers in This Territory

350-360 West Fayette Street
Syracuse New York

UTICA, N. Y.

Consign Utica Shipments to JONES-CLARK TRUCKING AND STORAGE CO., Inc.

127-135 Hotel St.

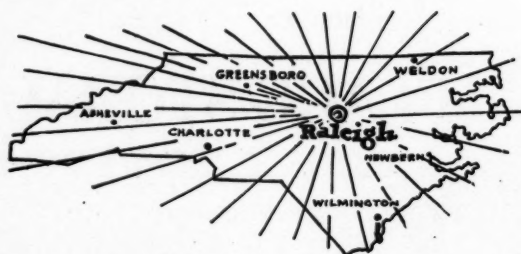
SPECIAL ATTENTION given to Mer-
chandise Distribution and Pool Car Ship-
ments. Storage of Merchandise, Furniture,
New Autos and Machinery.

MEMBERS NEW YORK AND ILLINOIS ASSOCIATIONS

U. S. C. Bonded

Bill Via N. Y. C., D. L. & W., N. Y. O. & W.

RALEIGH, N. C.



RALEIGH, in the heart of the
new south, is the logical dis-
tribution point for shipments to
this territory. It is centrally located
and reaches a population of over
one million, five hundred thousand
within a radius of 100 miles. Raleigh
has excellent railroad service and re-
shipping facilities.

We store, reship and distribute all
classes of freight in this territory.
We have modern, brick warehouses
located directly on the railroad tracks
and specialize in pool car distribu-
tion.

CAROLINA

STORAGE AND DISTRIBUTING COMPANY
(BONDED)

The Men Who Distribute

Lux and Rinso

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

The Men Who Distribute

Vacuum Oil

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

AKRON, OHIO

Akron Warehouse Company

211-215 S. Broadway
AKRON, OHIO

Storage of Merchandise
Pool Car Distribution
Motor Truck Equipment

Send us your Akron shipments

M. A. GARDNER, Mgr.

CANTON, OHIO

The Canton Storage Co.

318 Cherry Ave., N. E. CANTON, OHIO

"WE DELIVER EVERYTHING."

TWO LARGE WAREHOUSES
ABSOLUTELY FIREPROOF.

MERCHANDISE & HOUSEHOLD
GOODS STORAGE.

Car load lots and less than car load lots received, checked, distributed and forwarded.

Served by all Railroads Entering Canton

AKRON, OHIO

Knickerbocker Storage Co.

12 Cherry St., Akron, Ohio

Furniture & Household Storage, Merchandise, Moving, Packing, Shipping, Pool Car Distribution, Motor Truck Equipment. Erie Railroad Connection.

T. W. PIFER, Owner and Manager

CANTON, OHIO

The Cummings Storage Co.

Cor. 4th and Walnut St., S. E.
CANTON, OHIO

General Merchandise, Distribution and
Household Goods Storage.

Fireproof and Non-Fireproof Build-
ings. Private Steel Lockers.

Unsurpassed facilities for handling pool car and
car load shipments.

Railroad Sidings
Logical Distributor for this Section

AKRON, OHIO

**The Union Fireproof
Warehouse Company**

Operating the

UNION FIREPROOF
FURNITURE WAREHOUSES

AND

UNION TERMINAL
WAREHOUSES

Merchandise Storage and Pool Car
Distribution

B. & O., Penna., Erie and A. C. & Y. R. R.
Sidings

Motor Vans

Packing

CINCINNATI, OHIO

THE GATEWAY OF THE SOUTH

CONSIGN TO AND STORE YOUR CARS OF

Oils — Greases — Lubricants — Inks — Colors
— Liquid Chemicals — Varnishes — Compounds

and other commodities of this nature put up in tight coopeage,
in our cool cement cellars. Low rates. Excellent service.

The Baltimore & Ohio Warehouse, 918 W. 5th Street

CINCINNATI, OHIO

**A Good Reputation of
Long Standing**

Ever since distribution needs of modern caliber have been felt, the Panhandle Warehouses have been satisfying them. This long record of service rendered with satisfaction is a guarantee to you of the sort of treatment you may expect in transshipping through us. Low insurance, absence of trucking charges on most of our rerouting, and speed, plus the advantages named on page two of this issue, are good cause for you to entrust your warehousing interests to us. See page 2 of this issue.

**Panhandle Storage Warehouse
Cincinnati, Ohio.**

J. F. Upperman, Resident Manager

CINCINNATI, OHIO

Established 1858

We are equipped to handle carloads and less than carloads for out of town firms. Warehouse on Pennsylvania Railroad. Motor Truck and Team Service.

WALLACE TRANSFER & FORWARDING CO.
222 and 224 East Front Street

The Men Who Distribute

Buck's Stoves and Ranges

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

CINCINNATI, OHIO

A Service That Opens The Door For You in Cincinnati and Ohio Valley Territory

Our new 9-story fireproof warehouse, one million cubic feet capacity, and our fleet of sixty trucks fit us to operate for you in this great territory with any class of service you desire.

In Cincinnati, Southern Ohio and Northern Kentucky, we can serve you. Merchandise storage, fireproof storage, distributing and forwarding are our specialties.

The Cincinnati and Suburban Express Company, owned and operated by us, with offices in principal towns of this territory, uses the Cincinnati & Dayton Traction and connecting lines for speedy delivery in connection with our fleet of trucks.

For prompt, efficient service, direct inquiry or shipment to

The BRIGHTON TRANSFER COMPANY

607-15 W. McMicken Ave.

CINCINNATI

OHIO

CINCINNATI, OHIO

FRED PAGELS

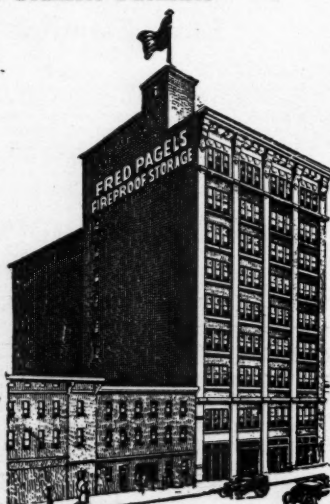
Fireproof and Non-Fireproof

Business Established in 1867 and built up by

A SERVICE THAT SATISFIES

Prompt Deliveries by Motor
Complete Transfer Facilities

Member
of
National Furniture
Warehousemen's
Association
and
Ohio Furniture
Warehousemen's
Association

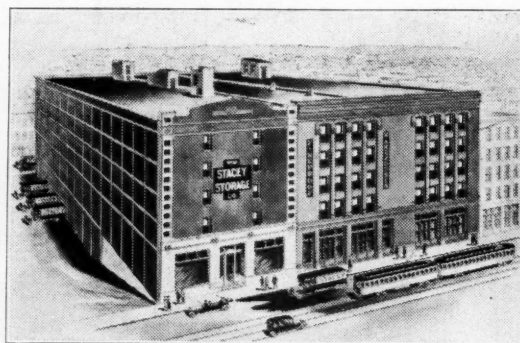


937 West 8th St.

Four blocks from
any R. R. entering
Cincinnati.

CINCINNATI, OHIO

Cincinnati's Leading Warehouse
Stacey Service
is the
Best



150,000 SQ. FEET

**Storage
Packing**

**Hauling
Shipping**

Send us your consignments; we will take care of your interests

The Wm. Stacey Storage Co.
2329-2339 Gilbert Ave.

Members of The National Furniture Warehousemen's Association

Cleveland

MEMBERS OF NATIONAL FURNITURE WAREHOUSEMEN'S ASSOCIATION

The
**LINCOLN FIREPROOF
STORAGE CO.**

5660-5704 EUCLID AVE.

The
**NEAL FIREPROOF
STORAGE CO.**

7208-16 EUCLID AVE.

5 LARGE WAREHOUSES

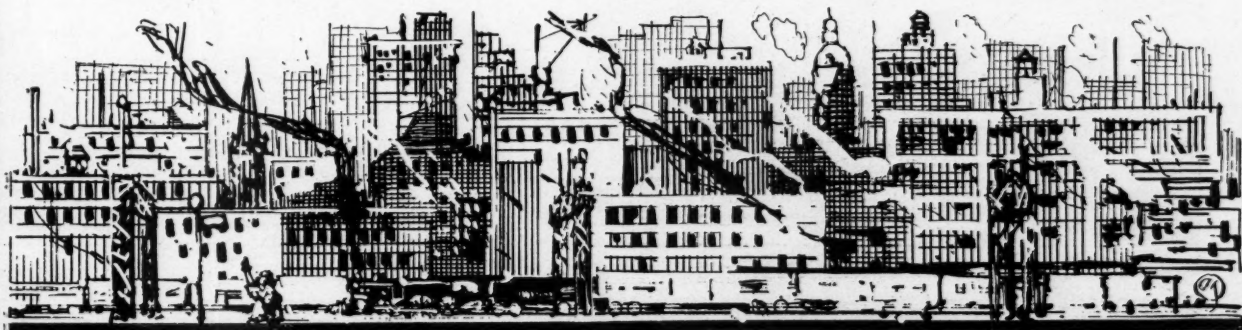
The
**SCOTT BROS. FIRE-
PROOF STORAGE CO.**

1838-40 EAST 55th ST.

Announcement

Euclid Ave. Fireproof Storage Has Been
Taken Over by the Neal Fireproof Storage
Company and Will Be Operated as a
Branch.

MEMBERS OF CLEVELAND FURNITURE WAREHOUSEMEN'S ASSOCIATION



Cleveland

MEMBERS OF NATIONAL FURNITURE

**The
REDHEAD
STORAGE CO.**

2041 EAST 105th ST.

**The
LAKEWOOD FIRE-
PROOF STORAGE CO.**

14401 DETROIT AVE.

Only Warehouse in Lakewood Territory

**The
WINDERMERE
TRANSFER & MOVING CO.**

**FIREPROOF
STORAGE**

14136 EUCLID AVE.

**The
ANDREWS FIREPROOF
STORAGE CO.**

6802 LEXINGTON AVE.

MEMBERS OF CLEVELAND FURNITURE



Fifth City

WAREHOUSEMEN'S ASSOCIATION

JOHN BECKER
Fireproof Storage

2055 W. 41st STREET

The
KNICKERBOCKER
STORAGE CO.

7724 DETROIT AVE.

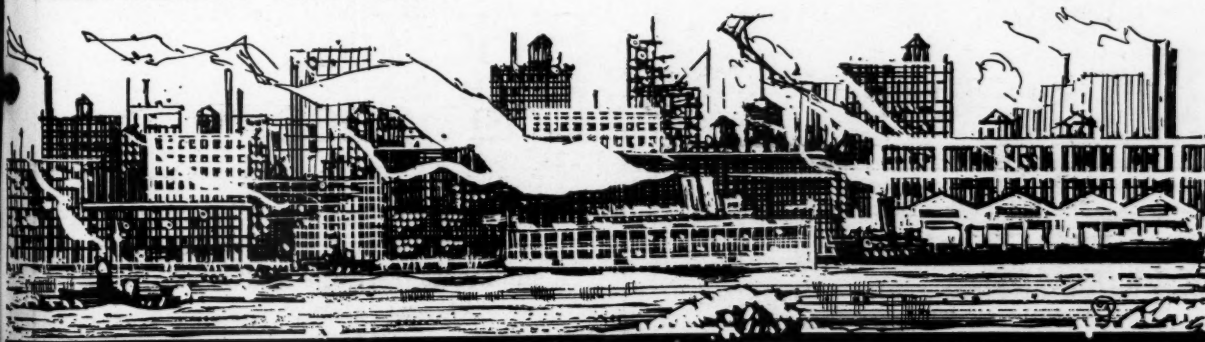
The
GARFIELD MOVING
& STORAGE CO.

7919 QUINCY AVE.

LAKE SHORE MOVING
AND STORAGE CO.

664 EAST 105th ST.

WAREHOUSEMEN'S ASSOCIATION



CINCINNATI, OHIO

Bill Your Shipments for Cincinnati to
THE ZEIGLER-SCHAEFER CO.

2941-43 EASTERN AVE.
 SIDING ON PENNSYLVANIA LINES
 Moving - Storage - Packing - Shipping
 Efficient and Courteous Service
 Prompt Remittances
 COMPLETE MOTOR TRUCK EQUIPMENT

CLEVELAND, OHIO

THE CLEVELAND STORAGE CO.

Established 1884

Offices: Guardian Building

Mercantile Storage Only

Pool Cars for Distribution
 and Reshipment

Convenient to Business and Shipping District

LOW INSURANCE RATES
 Sprinkler System

3 Warehouses, Private Siding,
 C. C. C. & St. L. R. R.

CLEVELAND, OHIO

THE CURTIS BRO.'S TRANSFER COMPANY

French, Winter and Fall Streets
 CLEVELAND, OHIO

MERCANTILE STORAGE AND
 GENERAL TRUCKING

Low Insurance
 Sprinkler System

Private Siding on
 C. C. C. & St. L. R. R.

Pool Cars for Distribution
 Motor Truck Service

The Men Who Distribute
Bixby's Blacking

Read DISTRIBUTION & WAREHOUSING
 and consult the Shippers' Index

CLEVELAND, OHIO

*"Lederer Has Something in
 Store for you."*

MERCANTILE STORAGE AND DISTRIBUTION

**LEDERER TERMINAL
 WAREHOUSE COMPANY**

The Shippers Index

appearing in each issue of

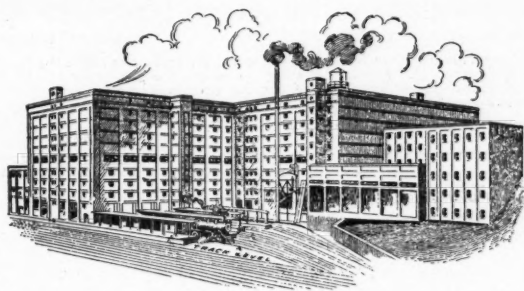
Distribution & Warehousing

is the meeting place of those who
 need and are looking for warehouse
 facilities and those who can supply
 them.

Pick Your Consignee

from the companies listed in this
 section—they are the "live wires"
 of the field and will handle your
 shipments promptly and efficiently.

CLEVELAND, OHIO



3,000,000 cubic feet General Storage and Leasing Space.

1,250,000 cubic feet Cold Storage Space.

62 Car Capacity at one time.

New, Fireproof Building

SERVICE

Is all we have to sell.

We solicit your business

Ninth Street Terminal Warehouse Co.

WM. J. HOGAN, President

Cleveland, Ohio

COLUMBUS, OHIO

Safety First

The Fireproof

Warehouse & Storage Company

1018-30 North High Street

Columbus, Ohio

TRANSFERRING — STORING — PACKING

We have one of the finest warehouse plants in the state; being steam heated throughout, equipped with a sprinkler system, absolutely fireproof. The cheapest rate of insurance. Located handy to all railroads, we are able to deliver the best service obtainable anywhere. We solicit your shipments to our city and assure you we will reciprocate. P. A. DOLLE, General Manager.

Motor Truck Service

Vaults for Valuables

Private Rooms

COLUMBUS, OHIO

THE

KUTSCHBACH-McNALLY CO.

Complete Facilities for Storing and Forwarding
HOUSEHOLD GOODS and MERCHANDISE

Siding on Pennsylvania Tracks

Manufacturers' Distributors

Member Interstate Warehousemen's Association

MOTOR Equipment

COLUMBUS, OHIO

The Merchandise Storage Company

Columbus, Ohio

General Storage & Distribution

SERVICE THAT WILL SATISFY

COLUMBUS, OHIO

The W. Lee Cotter Warehouse Co.

Operating the

COLUMBUS

TERMINAL WAREHOUSES

(seven of them)

FIREPROOF AND

NON-FIREPROOF

MERCHANDISE STORAGE

AND DISTRIBUTION

*Save 35% to 50% by shipping
in car lots*

A Well Informed Employee Is Your Greatest Asset

TO give the service that your customers expect and are entitled to receive, it is essential that every department head in your organization have an intimate knowledge of modern warehousing.

This knowledge can best be imparted to the various men in your organization by having them read **DISTRIBUTION & WAREHOUSING** each month.

On the subscription list of **DISTRIBUTION & WAREHOUSING** are many prominent terminal, warehouse, manufacturing and transportation companies who receive regularly several copies of each issue for their general executives, traffic managers and other department heads.

The subscription price is only \$2.00 per year (\$2.50 west of the Mississippi). Dictate the letter now, giving us the names and addresses of the men in your company who should be receiving this publication each month.

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New York, N. Y.

DAYTON, OHIO

THE LINCOLN STORAGE CO.

"Fireproof"

Big 4 Private Siding

Member N. F. W. A.

313-315 EAST FIRST STREET

A. B. Compton, Vice-President and General Manager

MARION, OHIO

MERCHANTS TRANSFER COMPANY

160 McWILLIAMS COURT

MARION, OHIO

Heavy Haulage Our Specialty. General Distribution and Storage of Merchandise. Motor Vans for Local and Long Distance Moving. Storage for Household Goods, Automobiles and Machinery. Packing and Shipping. Private Siding New York Central Lines.

MEMBER N. F. W. A.

DAYTON, OHIO

THE UNION STORAGE CO.

U. S. BONDED

BAINBRIDGE, BACON & STATE STREETS

MERCHANDISE STORAGE TRANSFER DISTRIBUTION

SPRINGFIELD, OHIO

THE

Citizens Transfer and Storage Co.

LOWRY AVE. AND BIG FOUR R. R.

SPRINGFIELD, OHIO

We have the facilities, equipment and experience to render what you desire.

SERVICE**STORAGE OF****Merchandise and Household Goods
Forwarders and Distributors
Motor Truck Service**

W. A. HANCE

W. P. BYERMAN

Private siding on C. C. C. St. L. R. R.

LAKEWOOD, OHIO

THE

Lakewood Fireproof Storage Co.

14401 Detroit Ave.

LAKEWOOD

OHIO

CLEVELAND

We solicit your shipments to
Lakewood and west side of Cleveland.

LIMA, OHIO.

POOL CAR DISTRIBUTORS

EAGY TRUCK AND STORAGE

320-322 NORTH CENTRAL AVENUE

General Trucking, Rigging, Long Distance Moving,
Storage and Vans

PHONE MA'N 2548

LIMA, OHIO

MANSFIELD, OHIO

The Cotter Transfer & Storage Co.Operating Five Fireproof
and Non-Fireproof Warehouses

in

MANSFIELD, OHIO

THE TRUNK-LINE CITY

*Furniture and Merchandise Storage
and Distribution***Motor Trucks
Heavy Hauling**

SPRINGFIELD, OHIO

Bill All Shipments for Springfield, Ohio, to

WAGNER**FIREPROOF STORAGE & TRUCK CO.**

Siding on Pennsylvania Lines

Complete Facilities for Distribution of Pool Car Shipments
Moving—Packing—Shipping—Storing
Household Goods and Merchandise

TOLEDO, OHIO

*DREW DOES IT***H. L. Drew Cartage and Storage Co.**Merchandise and household goods storage.
Moving, packing, Crating and Shipping.

439 Huron St., Toledo, Ohio

TOLEDO, OHIO

**THE GENERAL
FIREPROOF STORAGE CO.**

651-655 STATE STREET

*Household Goods Exclusively*Members: Illinois Furniture Warehouse Association
American Warehouse Association

TOLEDO, OHIO

HOUSEHOLD GOODS EXCLUSIVELY
Established 1894

The H. C. Lee & Sons Co.
TOLEDO'S LEADING MOVERS
STORAGE

MEMBER N. F. W. A. Toledo, Ohio

TOLEDO, OHIO

MANOR STORAGE CO.

516-530 Sumner Street
TOLEDO, OHIO

MERCHANDISE DISTRIBUTION
HOUSEHOLD GOODS STORAGE

TOLEDO, OHIO

LET RATHBUN DO IT!

THE RATHBUN CARTAGE CO.

195-197 So. St. Clair St., Toledo, O.

A GOOD PLACE TO STORE GOOD GOODS
HOUSEHOLD GOODS AND MERCHANDISE

We have any kind of a rig up to 20 ton capacity.

TOLEDO, OHIO

**THE TOLEDO
MERCHANTS' DELIVERY COMPANY**

215 SO. ST. CLAIR ST.
AUTO SERVICE—FIREPROOF STORAGE

Local and long distance hauling

Household Goods and Automobiles Moved, Packed, Shipped and
Stored. Safes, Boilers, Machinery and Smokestacks Moved.

100% SERVICE

Reference: Second National Bank, or any bank in Toledo

TOLEDO, OHIO

The Toledo Terminal Warehouse Co.

928-930 GEORGE STREET

TOLEDO, OHIO

STORAGE OF MERCHANDISE

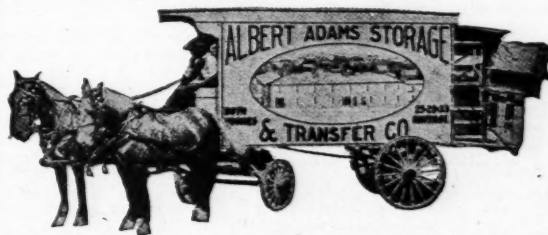
Special Attention to Pool Car Distribution

ZANESVILLE, OHIO

**ALBERT ADAMS
STORAGE AND TRANSFER CO.**

25-29-33 Ninth St.

Merchandise and Household Goods
Manufacturers' Distributors Carload Distribution
50,000 Square Feet of Floor Space



CLINTON, OKLA.

CHURCH WAREHOUSE & TRANSFER CO., Clinton, Okla.

DISTRIBUTORS FOR WESTERN OKLAHOMA

Junction point St. L. & S. F., C. R. I. & P., K. C. M. & O., C. &
O. W. Railroads.

Only Brick Warehouse in Western Oklahoma

Storage and distribution of Merchandise and Pool Cars given special
attention.

Member American Warehousemen's Association

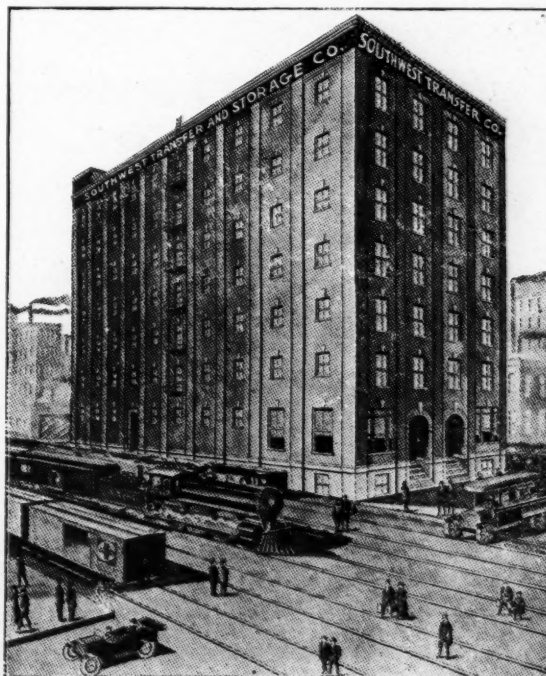
OKLAHOMA CITY, OKLA.

**Merchants Southwest Transfer
& Storage Company**

FIREPROOF
STORAGE, MOVING
PACKING, SHIPPING
L. C. L. & Carload Distribution

IT CAN BE DONE BY US

You should avail yourselves of our excellent
facilities and modern equipment. We are at
your service and welcome an opportunity to
demonstrate our ability in giving efficient and
satisfactory results.



Merchants Southwest Transfer & Storage Company

1-3-5 East Grand

Oklahoma City, Oklahoma

OKLAHOMA CITY, OKLA.

Fireproof
Warehouses for
Household
Goods and
Merchandise.

Members of I.F.W.A.,
New York, American
Chain, Central, South-
ern, Pacific Coast
Warehousemen's Asso-
ciation.



O.K. TRANSFER & STORAGE Co.

A. C. WEICKER, President

OKLAHOMA CITY, OKLA.

RELIABLE STORAGE & TRANSFER COMPANY (Not Inc.)

SIG. GOLDSTEIN, Prop. & Mgr.

STORAGE—DISTRIBUTORS—FORWARDERS

**MERCHANDISE and HOUSEHOLD GOODS
MANUFACTURERS' DISTRIBUTORS MOTOR SERVICE
PRIVATE SIDING—ALL RAILROADS**

Member A. W. A.

MUSKOGEE, OKLA.

Muskogee Transfer & Storage Co.

2—Fireproof Warehouses

Merchandise and Household Goods

Stored—Pool Cars Distributed

Railroad Siding.

PORTLAND, ORE.

**General Warehousing
Storage - Distribution
Portland
Oregon**



*Logical distributing point
of the
Pacific Northwest Territory*

PORTLAND, ORE.

OREGON AUTO DESPATCH

Office and Warehouse

200 North 13th St.

DRAYAGE AND STORAGE

Distribution Cars a Specialty

Free Switching From All Railroads

The Men Who Distribute

Konstructo Toys

Read **DISTRIBUTION & WAREHOUSING**
and consult the Shippers' Index

PORTLAND, ORE.

Mr. Traffic Manager:

Did you ever compare
the cost of cheap stor-
age and distribution
rates plus indifferent
service with **FAIR** stor-
age and distribution
rates plus **REAL** ser-
vice?

OREGON TRANSFER COMPANY

474 Glisan Street

PORTLAND

OREGON

ALLENTOWN, PA.

Hummel Warehouse Company

728-40 N. 15th Street

Pool Car Distribution and Forwarding.

Transfer. Storage. Railroad Siding.

Mark all shipments Lehigh Valley R. R. Delivery.

BUTLER, PA.

BUTLER TRANSFER COMPANY

"Our Business is Moving"

Household Goods and Commercial Storage.

Distributors—P. R. R. Siding—Car loads a specialty.

CHESTER, PA.

**Headley's
Express & Storage Co., Inc.**

General Storage

Merchandise and Household Goods

Moving, Packing and Shipping

The Men Who Distribute

Colgate Laundry Soap

Read **DISTRIBUTION & WAREHOUSING**
and consult the Shippers' Index

ERIE, PA.

ERIE

STORAGE & CARTING COMPANY

1502 Sassafra Street

Members of A. W. A.,
I. F. W. A., N. Y. F. W. A.,
Am. Chain &
Rotary Club

Warehouse in the center of the city, with trackage from N. Y. Central Lines and switching to all other lines. Unexcelled facilities for handling shipments of household goods and merchandise. Branch house service for manufacturers.

HARRISBURG, PA.

The Heart of Distribution



Carloads spotted at our doors are broken into LCL shipments via any steam line, without carting charges. There is a big saving for distributors in this feature. Trackage for twenty-four cars. Lowest insurance rates.

We are located at the very heart of one of the richest and most populous markets in the country. Get your goods into this market economically through our facilities. See page 2 of this issue.

Keystone Warehouse
Harrisburg, Pa.

W. C. Wirth, Resident Manager

ERIE, PA.

ERIE WAREHOUSE COMPANY

A Complete and Efficient Service

Mercantile Storage

Pool Car Distribution

CENTRAL LOCATION

AMPLE WAREHOUSE AND

TEAM TRackage

OUR OWN MOTOR TRUCK FLEET

HARRISBURG, PA.

MONTGOMERY & CO.

STORAGE WAREHOUSES

Merchandise Storage—Transferring—Forwarding

Direct Track Facilities

Pool Car Distribution

Members A. W. A. and American Chain of Warehouses

LANCASTER, PA.

KEYSTONE STORAGE COMPANY

STORAGE—DISTRIBUTORS—FORWARDERS

Merchandise and Household Goods

MANUFACTURERS' DISTRIBUTORS

MOTOR SERVICE

Siding on P. R. R. and P. & R.

ERIE, PA.

LAKE AND RAIL

Our downtown warehouse is a modern building, fireproofed, commodious, and located in the heart of Erie's wholesale district, readily accessible to your local trade.

Our docks extend 1000 feet into one of the best harbors on the Great Lakes and have storage facilities for 800 carloads.

These unexcelled facilities make Erie and the Fort Erie Warehouses the logical place and means for rapid, convenient, profitable distribution by discriminating shippers.

See page 2, this issue.

Fort Erie Warehouses & Docks
Erie, Pa.

J. M. Dunkle, Resident Manager



LANCASTER, PA.

Lancaster Storage Co.

Lancaster, Pa.

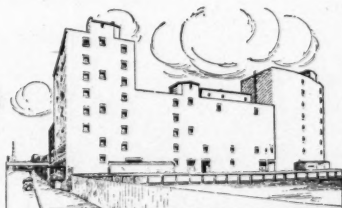
Merchandise Storage, Household Goods, Transferring, Forwarding

Manufacturer's Distributors, Carload Distribution
Local and Long Distance Moving
Railroad Sidings

HARRISBURG, PA.

POOL CARS

Efficiently Handled



Merchandise and Household Goods Storage

HARRISBURG STORAGE CO.

P. R. R. Sidings.

HARRISBURG, PA.

OIL CITY, PA.

CARNAHAN

TRANSFER & STORAGE COMPANY

R. C. LAY, Proprietor

Piano Moving a Specialty

Distributing and Forwarding Agents; Packing
Fireproof Warehouse

PHILADELPHIA, PA.

HARVEY J. LUTZ

MILTON A. HILDENBRAND

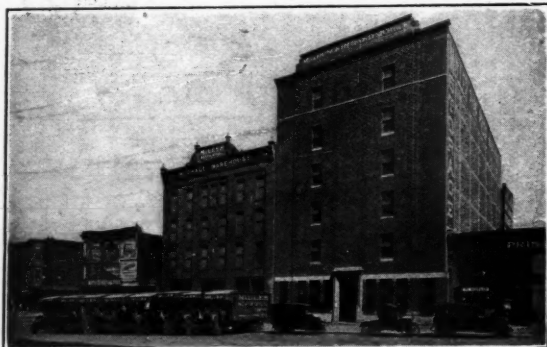
HILDENBRAND BROS.

STORAGE, PACKING, MOVING

Broad and Cumberland Streets, Philadelphia, Pa.

Large fleet of Packard motor vans.

PHILADELPHIA, PA.



Our large fleet of motor trucks enables us to render quick and efficient service to your patrons.

We are accessible to all depots and suburbs of our city. Our warehouses are within two blocks of North Philadelphia Station of the Pennsylvania Railroad and the 12th and York Streets Station of the Philadelphia & Reading or the Baltimore & Ohio. Private siding at our Branch Warehouse, West Philadelphia. Consign goods Angora, Pa. (Penna. System.)

Collections through our office will assure prompt returns.

Fireproof and Non-Fireproof Warehouses

Miller North Broad Storage Co.

2709-2721 North Broad Street

PHILADELPHIA, PA.

"We thrive and we live
By the service we give."

Low Insurance
Absolutely Fireproof

Household Goods and
General Merchandise



A Storage Palace—Cleanses your home
Office 203 Lehigh Ave. Philadelphia.

Adjacent to Reading R. R., 22d St. Station, and P. R. R.
N. Phila. Station.

PHILADELPHIA, PA.

Philadelphia
LOCAL EXPRESS

1004-1026 Spring Garden Street

Manufacturing Distributors

Philadelphia, Germantown, Chestnut Hill,
Camden, N. J., Frankford

PHILADELPHIA, PA.



Columbia Avenue Warehouse
1511-1519
Household Goods Exclusively
Motor Equipment
Moving—Packing—Shipping

**TERMINAL
WAREHOUSE
AND
TRANSFER CO.**

Green Street and
Delaware Avenue
PHILADELPHIA



Delaware Ave. and Green St.
Warehouse
Water Front
Pool Car Shipments
Manufacturers' Distributing

**9 Warehouses—16 Acres of Floor Space—Trackage Facilities
for 17 Cars**

Large Organization.

Competent Office Warehouse Staff

Members American Warehousemen's Association—American Chain of Warehouses

PHILADELPHIA, PA.

Penn Storage & Van Co.

2136 MARKET STREET

PHILADELPHIA, PA.



MANUFACTURERS'
DISTRIBUTORS

Direct delivery service throughout Philadelphia
and Camden :: :: Correspondence solicited

Address

Office—5th and Byron Streets
CAMDEN, N. J.

PITTSBURGH, PA.

BLANCK'S Transfer and Storage Company

6344 PENN AVENUE
PITTSBURGH, PA.

Fireproof Warehouse
Separate Rooms for Storage
of Household Goods

MOVING, PACKING

STORAGE

BAGGAGE AND FREIGHT

DELIVERY

MOTOR VAN SERVICE

PITTSBURGH, PA.

Duquesne's Offer: Certain Satisfaction

To the firm selling to wholesalers and retailers we offer quick distribution to two million consumers. Large consignments reach us at carload rates and are reshipped L. C. L. without need for or expense of trucking. One hundred cars is our track capacity; eight five-ton elevators and a careful, experienced crew of handlers assure despatch and safety. See page 2 of this issue.

Duquesne Warehouse Co.

Pittsburg, Pa.

H. A. Bietenduefel, Superintendent.



PITTSBURGH, PA.

HASLEY BROTHERS TRANSFER AND STORAGE

939 So. Canal St., N. S.

MOVERS, PACKERS, SHIPPERS OF HOUSEHOLD GOODS
FIRE PROTECTED STORAGE—MEMBERS A. W. A.

PITTSBURGH, PA.

SERVICE TO THE CORRESPONDENT.



CONSISTS in giving the correspondence of those we represent prompt acknowledgment, safeguarding their interests, mailing checks in settlement of accounts, and furnishing final reports of transactions.

THIS service also includes an element of importance:—the handling of shipments upon arrival in a manner conducive to joint customer's approval, whose future business we are always eager to secure.

Ship via Pennsylvania to East Liberty Station, (Pittsburgh, Pa.)

Established 1889

HAUGH & KEENAN
STORAGE AND TRANSFER CO.
CENTRE AND EUCLID AVENUES

PITTSBURGH, PA.

Interstate Trucking Company

Twenty-Fifth St. & A.V.R.R. 1, 2, 3½ and 5 ton trucks
GENERAL HAULING ON HOURLY OR TONNAGE BASIS
Carload Freight and Long Distance Hauling
Experienced Men—Good Equipment Call on Us—Save Time and Money

Trucking Agents for
Pennsylvania Transfer and Storage Company

The Men Who Distribute
Frost Insecticide

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

PITTSBURGH, PA.

MURDOCH

STORAGE & TRANSFER COMPANY

General Office, and Warehouses

546 NEVILLE STREET
PITTSBURGH, PA.

Branch Warehouse, Wilksburg, Pa.

Murdoch Means Service

PITTSBURGH, PA.

SHIP YOUR CARS TO US FOR DISTRIBUTION

Pool CarsReceived, Checked, Distributed.
Reshipped in Less Than Car Lots.**Pittsburgh Distributing Co.**601 Empire Building
Pittsburg, Pa.

ESTABLISHED 1910

PITTSBURGH, PA.

SHANAHAN

Transfer & Storage Company

Established 1865

CONSIGN PITTSBURGH SHIPMENTS
IMMEDIATE RETURNS ON RECEIPT OF BILL OF LADING
FIREPROOF STORAGE FOR HOUSEHOLD GOODS ONLY
ALL SEPARATE APARTMENTS5th Ave. at McKee Place, PITTSBURGH, PA.
Center of City

PITTSBURGH, PA.

J. O'NEIL EXPRESS & STORAGE

N. S. PITTSBURGH, PENNA.

Furniture and Piano Moving a Specialty. General Hauling.
NEW FIREPROOF STORAGE HOUSE
Separate Rooms

PITTSBURGH, PA.

WEBER

EXPRESS & STORAGE COMPANY

GENERAL HAULING

Moving, Packing and Storing of Furniture and Pianos

4620 HENRY STREET

READING, PA.

Columbian Warehouse Company

Storage, New Merchandise Exclusively.

Modern Building, Lowest Insurance Rates.

S. W. Cor. 5th & Laurel Sts.

SCRANTON, PA.

Local & Long Distance Hauling
Manufacturers' Distributors—
Carload Distributions
R. F. POST ESTATE

SCRANTON, PA.

Established 1894.

"He Profits Most Who Serves Best"
(Rotary)**The Quackenbush Warehouse Co.**

Incorporated

Warehousing of every description. Storing, Packing,
Carting, Shipping. R.R. Siding. Manufacturers
Distributors.

Correspondence Solicited

Scranton, Pa.

PROVIDENCE, R. I.

JAMES LE ROY FOSTER, Pres.

WALDEN WYMAN, Mgr.

Rhode Island's Only Fireproof Warehouse

BROADWAY STORAGE CO.

Packing and Merchandise Distributors

Merrill & Federal Streets,

Providence, R. I.

PROVIDENCE, R. I.

CADY MOVING & STORAGE CO.

STORAGE WAREHOUSES

Household Furniture and Pianos

Packing, Crating and Shipping.

62 to 70 Dudley Street.

WILKES-BARRE, PA.

"Same Day Service"

MERCHANTS WAREHOUSING COMPANY OF WILKES-BARRE, PENNA.

Warehousing, Transferring and Forwarding.**Fireproof Warehouses and Competent Staff.****Merchandise Storage and Pool cars checked.****Located in the Hub of the wholesale district.****Trackage facilities for 10 cars on L. V. and
C. R. R. of N. J. sidings.****Directly opposite Pennsylvania, Lehigh
Valley, C. R. R. of N. J., D. & H. freight
stations.****Manufacturers' Distributors with facilities
to handle large consignments.****Offices: 150-156 E. Northampton Street.**

PROVIDENCE, R. I.



A Personal Service By Experts

This modern warehouse with eight car capacity siding on Main line of New York, New Haven and Hartford Railroad is equipped to give a prompt economical forwarding and distribution service.

Each account is handled by experts, trained in the handling of traffic and distribution.

City and suburban deliveries by our own trucks at reasonable cost.

No congestion—no delay.

Storage and Distribution of Merchandise only.

Service Warehouses, Inc.

643 Elmwood Ave.

PROVIDENCE, R. I.

Shipping Address
Auburn, R. I.

Mail Address
P. O. Box 908, Providence, R. I.

PROVIDENCE, R. I.

TERMINAL WAREHOUSE CO. OF RHODE ISLAND, Inc.

Allen Avenue, Foot of Oxford Street on Providence River
PROVIDENCE, RHODE ISLAND, U. S. A.

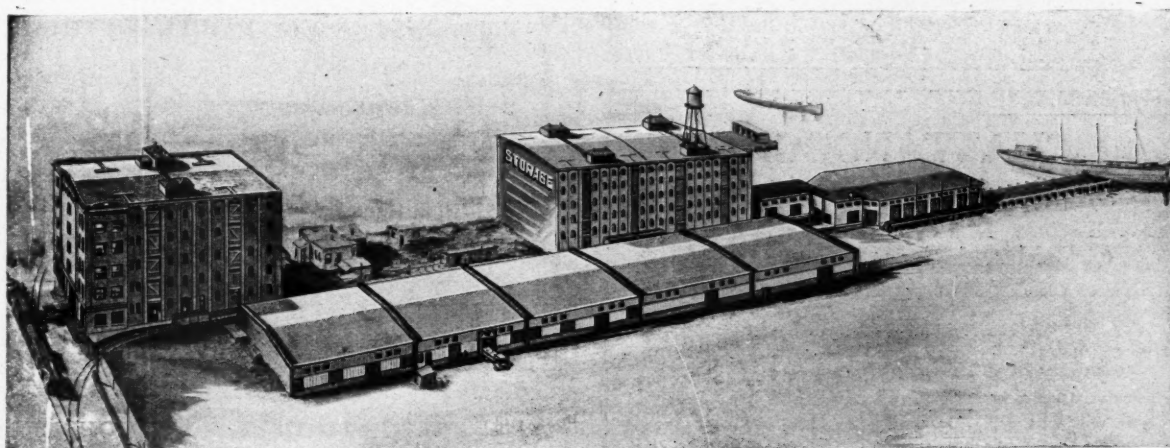
The most modern Storage Warehouses in New England, with side track capacity for 75 cars—Also several acres of yard storage

Our Location center of the Manufacturing Industries of New England. Deliveries either by Rail or Motor Trucks from our location to most any point in New England. Lowest Insurance Rates. Direct Track Connection N. Y., N. H. & H. R. R. Shipping Directions, South Providence, Rhode Island. Good Depth of Water. Weighing, Sampling and Shipping by Experts permanently employed.

WM. M. HARRIS, JR.
Treasurer & General Mgr.

WM. A. MILLSPAUGH
Secretary

H. E. LEAVER
Superintendent



CHARLESTON, S. C.

CHARLESTON
Warehouse & Forwarding Co.
 CHARLESTON, S. C.

New three story reinforced concrete building, 100,000 square feet floor space.

Merchandise storage and distribution of pool cars.
 Private tracks connecting with A.C.L., Southern, C.&W.C. and S.A.L. Rys. and all steamship lines.

MEMPHIS, TENN.

IF

???

—YOU ARE LOOKING FOR
 A WAREHOUSE THAT BELIEVES IN
 "SERVICE FIRST"
 THEN GET IN TOUCH TODAY WITH

Rose Warehouse Company

MEMPHIS, TENN.

LIGHT, CLEAN STORAGE
 FREE SWITCHING SERVICE
 CONVENIENT TO RAILROADS

ABERDEEN, S. D.

Aberdeen Storage Company
 Aberdeen, S. D.
 Storage and Distributors
 Pool Cars Solicited

NASHVILLE, TENN.

E. M. BOND
FIREPROOF STORAGE CO.
 HOUSEHOLD GOODS AND MERCHANDISE
 Modern Fireproof Building
 Private Siding With All Rail Connections.

WATERTOWN, S. D.

FIREPROOF **BONDED**
DAKOTA WAREHOUSE CO.
 Merchandise Storage and Distribution
 Pool cars solicited
 Private Siding Motor Trucks

BEAUMONT, TEXAS

The Heisig Storage
Company
BONDED

BEAUMONT, TEXAS

Brick building well ventilated and equipped with Automatic Fire Sprinklers. STORAGE, FORWARDING and DISTRIBUTING.

CHATTANOOGA, TENN.

THE CHATTANOOGA
TRANSFER & STORAGE CO.
 Fireproof Warehouse

Furniture Merchandise
 Packed Stored Shipped
 Heavy Hauling
 Motor and Horse Drawn Equipment

DALLAS, TEXAS

PULLIAM
Transfer & Storage Co.
FIREPROOF STORAGE
Household Goods Only
Motor Truck Service

MEMBERS { *N F W A*
T W & T A
DALLAS C OF C

Let us handle your Dallas shipments in the right way

CHATTANOOGA, TENN.

CHATTANOOGA
Warehouse & Cold Storage Company
 Chattanooga, Tennessee
 Cold and General Storage
 GENERAL MERCHANDISE AND HOUSEHOLD GOODS
 PACKING AND SHIPPING
 Special Attention Given to Pool Car Distribution.
 Fireproof Building. On Tracks N. C. & ST. L. and W. & A. Railroads Within One Block of All Freight Depots
 Consign Your Goods in Our Care

The Men Who Distribute

McDougall Kitchen Cabinets
 Read DISTRIBUTION & WAREHOUSING
 and consult the Shippers' Index

DALLAS, TEXAS

Dallas Storage & Warehouse Co.

Send your Dallas shipments in our care.

We will protect your interests and satisfy your customer.

We give special attention to pool car distribution and solid car consignments.

60,000 square feet of fireproof storage space.

Motor trucks and team equipment.

Private siding for all railroad connections.

"We Help Ourselves by Helping Others"

DALLAS, TEXAS

Inter-State Forwarding Co., Incorporated

Dallas, Texas

MARSH FURNITURE COMPANY
MANUFACTURERS CELEBRATED



June 17th, 1921

The Interstate Forwarding Company,
601 Elm Street,
Dallas, Tex.

Gentlemen:

Your favor of the 13th to hand advising disposition of merchandise shipped for you to distribute recently. We admire your way of doing business and will give you other shipments to handle just as soon as we can do so.

Yours very truly,

MARSH FURNITURE COMPANY
SECT. & TREAS.

EL PASO, TEXAS

R. L. Daniel Storage Co.

Box 487, 1706 Texas, 2813 Durazno Sts.

Our hobby is the crating, packing, shipping and storing of household goods. Consign your goods to us for proper attention.
Member, National Furniture Warehousemen's Assn.

EL PASO, TEXAS

El Paso Fireproof Storage Co., Inc.

Established 1911



75,000 Sq. Ft.—Fireproof—Bonded

STORAGE and DISTRIBUTION

Merchandise and Household Goods

Our Warehouse is in the Center of the Jobbing and Business District.

"Service Guaranteed"

Campbell and Mills Sts. El Paso, Texas

Two Blocks East of Post Office

Members of the National Furniture Warehousemen's Association

EL PASO, TEXAS

FOR SERVICE

Odom's Transfer & Storage Co.

FIREPROOF AND SEMI-FIREPROOF STORAGE
WITH TRACKAGE MODERN EQUIPMENT

MERCHANDISE—HOUSEHOLD GOODS—AUTOMOBILES
WAREHOUSING—FORWARDING—DISTRIBUTING—PACKING
LIGHT AND HEAVY HAULING

The Men Who Distribute

Winchester Arms and Ammunition

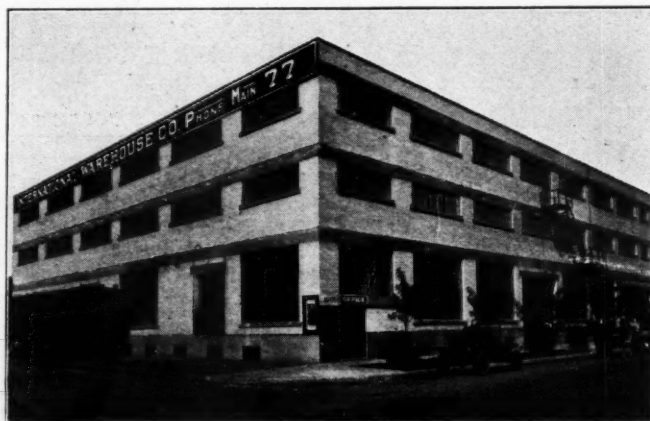
Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

If Your City Isn't Represented Here

Put it on the shippers' map by
inserting your card in this space.

EL PASO, TEXAS

Receiving
Storage
and
Distribution
of
Merchandise



Packing
Crating
Shipping
of
Household
Goods

60,000 Sq. Ft. Absolutely Fireproof Space for Merchandise Only.
Twelve Other Warehouses for Household Goods, Etc.

MAKE OUR WAREHOUSE YOUR BRANCH HOUSE

—BECAUSE—

NO SWITCHING CHARGES
WE ARE BANKERS OF MERCHANDISE
WE HAVE THE LOWEST INSURANCE RATES IN EL PASO
WE HAVE A THOROUGH WAREHOUSE ORGANIZATION
WE GIVE ALL SHIPMENTS OUR PROMPT AND CAREFUL ATTENTION
EL PASO IS THE METROPOLIS OF THE GREAT SOUTHWEST AND THE GATEWAY TO MEXICO

INTERNATIONAL WAREHOUSE CO.

Member of Central Warehousemen's Club; also N. F. W. A. & A. W. A.; also Texas

FORT WORTH, TEXAS

In Fort Worth — It's Binyon-O'Keefe

—with three warehouses—a total of 250,000 square feet of floor space—modern methods and equipment, all of which is backed up with experience gained in a business record of almost a half century—naturally, in Fort Worth —It's Binyon-O'Keefe.

We have nothing to sell but our service and offer it to you on the basis that it's the best obtainable.

BINYON-O'KEEFE FIREPROOF STORAGE CO.

Fort Worth — Houston — Galveston

Members American Warehousemen's Association and National Furniture Warehousemen's Association.

KEEP IT UP!

One step won't take you very far, you've got to keep on walking;

One word won't tell them what you are, you've got to keep on talking;

One inch won't make you tall, you've got to keep on growing;

One little "ad" won't do it all, you've got to keep 'em going.

Sent to DISTRIBUTION & WAREHOUSING by George S. Lovejoy, Vice-President of the American Warehousemen's Association.

GALVESTON, TEXAS

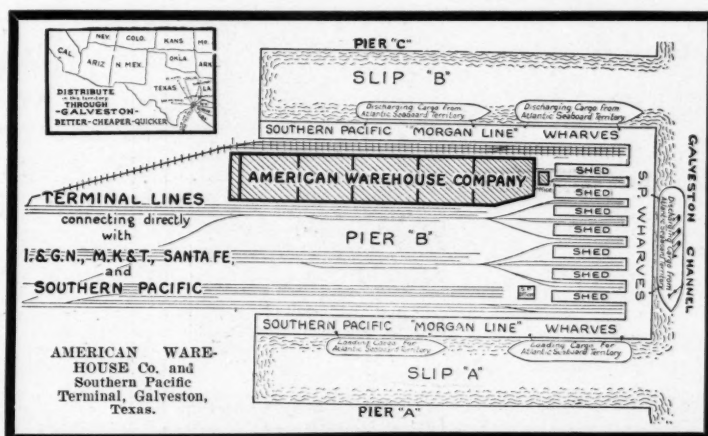
Heart to Heart Chats with the Traffic Manager— No. 5 SPOT STOCK

HAVE you considered carefully the value in good old coin of the realm that a spot stock would mean to your organization? Just suggest the idea to your Sales Organization and note the enthusiastic response. Drop a line to your Southwestern representative and ask him if he could increase his sales, if your customers could be reached from a Galveston stock in one to three days' time.

In these days when your customers are placing small orders, the first question is, "How soon can I get it?" SERVICE is spelled in 1922 with larger letters than ever before.

Office of Eastern Freight
Agent—Foot of Conover
Street, Brooklyn, N. Y.

Telephone: Henry 3385



And you give your customers this service, and at the same time reduce your distribution costs by gaining the carload rate up to Galveston. This difference between C.L. and L.C.L. rates will not only take care of our very

reasonable handling and storage charges, but give you a substantial saving besides.

It obligates you in no way to allow us to show you how this system adopts itself to your products. Just a short memorandum from you will bring the facts in detail.

AMERICAN WAREHOUSE COMPANY

Galveston, Texas

GALVESTON, TEXAS

The WILEY & NICHOLLS CO.

GALVESTON, TEXAS
TRANSFER AND FIRE-PROOF
WAREHOUSES

Pool Car Distributors

Forwarders

HOUSTON, TEXAS

A B C Storage & Moving Co.

Distribution and Forwarding

FIREPROOF WAREHOUSE CENTRALLY LOCATED
R. R. siding on Southern Pacific Line with free
switching from all lines.

ADVERTISING
Doesn't Jerk — it
Pulls — a Steady Pull
Every ad Goes to Confirm
the one Before it—to
Strengthen the One That
is to Follow and There's
No Waste of Effort or
Money. The Stayer Wins
Every time.

HOUSTON, TEXAS

HOUSTON, TEXAS

Binyon-O'Keefe Fire- proof Storage Co.

The House of Real Service

Pool Car Distributors for
Southwest Texas and Mexico
Ideal Facilities for Permanent
Stock Distribution

500,000 Square Feet Floor
Space

Warehouses at Houston
Ft. Worth and Galveston

HOUSTON, TEXAS

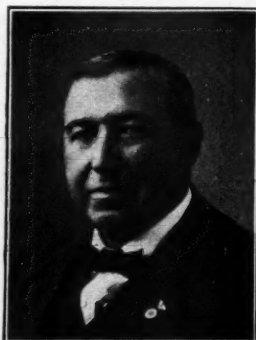
When Shipping to
Houston, Texas

Remember

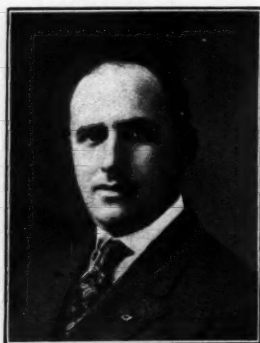
**Westheimer
Service**

As Established
38 Years Ago

*It cannot be
improved upon.*



S. J. WESTHEIMER
President



BENJ. S. HURWITZ
Vice-President



J. L. ARONSON
Secretary-Treasurer

SAN ANTONIO, TEXAS



Two Large Fireproof Warehouses

With Lowest Insurance Rates
Capacity 1,250,000 cu. ft.

Members four leading associations.

GENERAL WAREHOUSING AND DISTRIBUTION

*Write for freight tariff to all
points in San Antonio territory.*

SCOBEE FIREPROOF STORAGE COMPANY
San Antonio, Texas

McALLEN, TEXAS

Valley Storage Company

Storers and Distributors of
Merchandise in Rio Grande Valley

Crating and Shipping

We Solicit Your Patronage

McAllen, Texas

SAN ANTONIO, TEXAS

Established 1880

FREIGHT

AUTO SERVICE

STORAGE

**OFFICIAL DISTRIBUTORS
MERCHANTS' TRANSFER CO.**

SAFETY

COURTESY

SERVICE

SAN ANTONIO, TEXAS

Muegge-Jenull Storage Co.

Distributors Pool Cars for Texas and Mexico

General Storage

Bonded Fireproof, Reliable, Dependable Service

SHERMAN, TEXAS



Merchandise Warehousing

**TEXAS
DISTRIBUTION**

BRANCH
DENISON TEXAS

TEXARKANA, TEXAS

HUNTER TRANSFER CO.

TEXARKANA, TEXAS

STORAGE

TRUCKING

DISTRIBUTORS

MOVING

WACO, TEXAS

MASON**TRANSFER & STORAGE COMPANY**

217-219 JACKSON STREET

Merchandise Storage, Forwarders & Distribution Trucking of all kinds. Warehouse on track. 7 Denby Trucks

WACO, TEXAS

Weatherred Transfer and Storage Co., Inc.

Modern Warehouse Facilities—Trackage on all roads

100,000 SQUARE FEET STORAGE SPACE

We do pool car distributing, moving, packing, shipping, storage, long distance hauling by trucks.

SALT LAKE CITY, UTAH

Members { American Warehousemen's Association
Central Warehousemen's Club**Jennings-Cornwall****Warehouse Company**

Merchandise storage and distribution. Track connections and free switching with all railroads. Modern fireproof building. Insurance rate only 18 cents. Motor delivery service.

Our long experience in the storage and distribution of manufactured articles, together with our modern building and equipment, fits us to give you the very best service in the handling of your account. Correspondence solicited.

NORFOLK, VA.

We Store—Forward—Reconsign

Modern Fireproof Storage Facilities

Jones & Company, Inc.

GENERAL OFFICES:

317-318-319-320-321 National Bank of Commerce Bldg.
NORFOLK, VA.

NORFOLK, VA.

PORTSMOUTH, VA.

**The Seaboard Wharf
&****Warehouse Co., Inc.**General Offices: 622 Dickson Bldg.,
Norfolk

Wharves and Warehouses: Portsmouth

*For Prompt, Efficient Service in
Loading and Discharging Cargoes,
Weighing, Packing and
Forwarding—***Brick Storage Warehouses
Modern Dock Facilities
Four Side Tracks***Members—American Warehousemen's Association, Norfolk
Warehousemen's Association, Hampton Roads Maritime
Exchange.*

PETERSBURG, VA.

PACKERS—MOVERS—SHIPPERS

Special Attention to Pool Cars

Storage Warehouses

Motor Trucks and Teams

GRESHAM & WARE, Inc.

PETERSBURG, VA.

HOPEWELL, VA.

Distributing and Forwarding

POOL CARS

Furniture stored and crated

SOUTHERN BONDED WAREHOUSE CORP.

The Men Who Distribute

Mohawk Condensed MilkRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

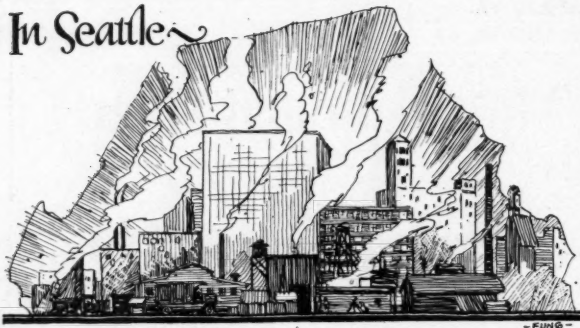
The Men Who Distribute

Palmolive SoapRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

The Men Who Distribute

Root Bee SuppliesRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

In Seattle



*There is a "Better"
Warehouse for you!*

THE consolidation on the first of this year of the Jordan Terminal and the Terminal Storage & Distribution Co. brought together under one management four of the most modern warehouses in Seattle, with a combined floor space greater than any other private warehouse in the city.

It also brought together an organization composed of men with years of experience in the warehouse business, trained in every detail to handle anything from the largest account to a single package.

And these facilities, backed by this organization, are now prepared to look after your interests in a manner which has already brought them some of the largest accounts in the country.

If you are weary of warehouse troubles and distribution difficulties send your next shipment to a "Better" Warehouse and learn what real Satisfaction is. You'll be happy ever after.

JORDAN
STORAGE & DISTRIBUTION CO.
Better Warehousemen
SEATTLE

SATISFACTION—not merely Service

SEATTLE, WASH.

EYRES STORAGE and DISTRIBUTING CO.



Established 1889
Incorporated 1904
Free & Bonded
Warehouses
Seattle, Wash.



GENERAL MERCHANDISE STORAGE
MACHINERY STORAGE
HOUSEHOLD GOODS STORAGE
POOL CAR DISTRIBUTIONS
OPERATING 30 TEAMS, 24 AUTOS
SERVICE OUR MOTTO

SEATTLE, WASH.

UNITED WAREHOUSE CO. SEATTLE, WASH.

Established 1895

GENERAL STORAGE AND DISTRIBUTING
U. S. CUSTOMS BONDED STORAGE
RAIL CONNECTION WITH ALL ROADS

SEATTLE, WASH.

TAYLOR EDWARDS



SEATTLE

TRANSFER CO.

WASH.

Merchandise Distributors

DISTRIBUTION CARS.
Delivered, Forwarded or
Stored.

RAILROAD CONNECTIONS.

FIREPROOF STORAGE

POOL CARS.

Furniture Packed, Shipped
or Stored.

ASSOCIATION MEMBERS.

ESTABLISHED 1905

LOW INSURANCE

TACOMA, WASH.



WE OWN BOTH WAREHOUSES

Established 20 years in Tacoma—and know how to handle your requirements

Storage (bonded and free) Merchandise and H. H. Goods
Moving and Packing by Experts C. L. & L. C. L. Distribution
Collections Remitted Promptly We Solicit Your Business

TACOMA, WASH.

**PACIFIC STORAGE and
TRANSFER CO., Inc.****Merchandise and Furniture Storage**

Distributors and Forwarders

Merchandise and FurnitureSEND YOUR POOL CARS IN OUR CARE
Auto Truck and Transfer ServiceN. P. RY. SIDE TRACKS
BROADWAY AND 17th STREET

CHARLESTON, WEST VA.

Mathews Storage WarehousesMerchandise Distribution—General Storage
Brick and Concrete Warehouses—Railway SidingMembers: American Warehousemen's Ass'n
Nat'l Furniture Warehousemen's Ass'n
MOTOR TRUCK & TEAM SERVICE

HUNTINGTON, W. VA.

**The Gateway to a New Land
of Milk and Honey**

—is through Huntington, W. Va. All roads lead that way. It's the HUB to the greatest developed and undeveloped Coal and Timber territory in the World today.

A Few Facts for the Busy Executive

Huntington Jobbers last year sold goods amounting to \$50,000,000.

Sixteen Million Tons Coal Mined last year and the coal supply has been scarcely scratched.

One million people are fed and clothed through Huntington annually and growing each year. Are you "getting yours" of this business?

Warehouse Storage Capacity, over 100 Cars.

You can establish with us a Branch house without the big maintenance expense attached.

Our own trucks give you quick deliveries or shipments; no delays—action—quick action.

Our Private Railroad Siding cares for 14 cars daily, served by all roads entering the city.

Office room in building, with private entrance, if you wish it.

*Our Services Will Fit in with the Distribution of Your Products, Put Them Up to Us for This Territory***MAIER SALES & STORAGE CO.**

HUNTINGTON WEST VA.

A city with 125 established plants; no plant ever left Huntington to locate elsewhere.

YAKIMA, WASH.

MILLER & LENINGTON**CONTRACTORS**

DISTRIBUTORS and FORWARDERS

**TRANSFER—STORAGE
WAREHOUSING****Bonded and Free Storage****Motor Trucks and Team
Equipment for All and
Every Kind of Hauling****SHIP IN OUR CARE**
and let us be "At your
service with best of service"Office: 10 East A Street Sidney Hotel Bldg.
'Phone 571

Warehouse: 228 South 1st Street

Automobile and Truck Storage

KENOSHA, WIS.

DAVID NELSON

KENOSHA WISCONSIN

FIREPROOF STORAGE

Packers and Shippers of Household Goods
We Reach All Suburban Points

51-71 VICTORIA STREET KENOSHA, WIS.

YAKIMA, WASH.

J. J. CRAWFORD, PRES.

E. NORTON, SEC.

**YAKIMA TRANSFER &
STORAGE CO.**

Office and general storage warehouse No. 25 North Front directly opposite Northern Pacific passenger station.

22,000 square feet of compartment storage for household goods, pianos etc.

Track warehouse No. 11 South First Ave, 30,000 square feet of floor space devoted exclusively to the storage of merchandise. Every facility for clean, economical, storage and handling of commercial accounts.

Auto trucks and teams.

MILWAUKEE, WIS.

Lincoln Warehouse and Van Co.

226-228-230 Fourth Street

MILWAUKEE, WIS.

We remit upon receipt of bill of lading

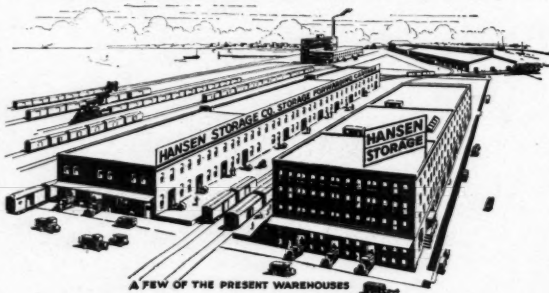
The Men Who Distribute

Tidewater OilRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

MILWAUKEE, WIS.

HANSEN STORAGE COMPANY

Capital \$1,000,000.00

MILWAUKEE, WISCONSIN

A FEW OF THE PRESENT WAREHOUSES

WE CAN SOLVE YOUR PROBLEMS IN
STORAGE AND DISTRIBUTION
OF MERCHANDISE

12 WAREHOUSES—50-CAR SIDE TRACK
850-FOOT DOCK

MEMBER—AMERICAN CHAIN OF WAREHOUSES,
AMERICAN WAREHOUSEMEN'S ASSOCIATION,
CENTRAL WAREHOUSEMEN'S CLUB.

OSHKOSH, WIS.

OSHKOSH STORAGE CO.

701-703-705-707 So. Main Street

Best distributing point in Wisconsin.

Free switching privileges on all railroads entering Oshkosh.

General merchandise and furniture storage.

Forwarding and transferring a specialty.

Competent help in office and warehouse.

We can be used as a branch house at no extra expense.

We are at your service.

REFERENCES:

The Old Commercial National Bank, Oshkosh Savings & Trust Co.,
or any Mercantile House.

RACINE, WIS.

RALPH LAWRENCE

Racine, Wis.

STORAGE WAREHOUSE

MERCHANDISE AND MANUFACTURERS' PRODUCTS
HOUSEHOLD GOODS STORED, PACKED
AND SHIPPED

CASPER, WYOMING

**NATRONA TRANSFER STORAGE
AND FUEL CO.**

SPECIAL ATTENTION given to Merchandise distribution and
pool car shipments.
SPECIAL FACILITIES for moving heavy machinery and safes.

MILWAUKEE, WIS.

For the Greatest Satisfaction

To both yourselves and your customers
consign your Milwaukee shipments to

**United Fire Proof
Warehouse Co.**

392 Prospect Ave., Milwaukee, Wis.



Good service
built this
new fire proof
warehouse.

The newest
and best in
Milwaukee.

EDMONTON, ALBERTA, CANADA

Western Transfer & Storage, Ltd.

Official Carters for
O. N. R., C. P. R., E. D. & B. C., Central Canada Ry.
A. & G. W. and G. T. P.

CARTAGE DISTRIBUTION STORAGE
Corner 102d Avenue and 103d Street
Edmonton, Alta.

Members of the Canadian Warehousemen's Association

HAMILTON, CAN.

**CENTRAL DISTRIBUTING
POINT.****HAMILTON**
THE GATEWAY TO CANADA

Store and Distribute through

The Glasgow Storage & Cartage Co.

(Established 1887)

(In the Heart of the Wholesale District)

LICENSED CUSTOMS BROKERS AND FORWARDERS

HAMILTON, CANADA

Quickest Delivery—Least Expense

Distribute Canadian Consignments Through

Hamilton Terminal Warehouses Ltd

Hamilton, Ontario, where Freight Rates Break
Private Siding, All Railroad Connections

TORONTO, CANADA

Send Canadian Consignments
to Howell, Toronto

the most central shipping
point for all Canada.

A
Toronto Stock
in Howell's
means quick
deliveries

The HOWELL WAREHOUSES Limited.

General Mercantile Distributors

311 King St East. TORONTO. Phone Main 7580

TORONTO, CANADA

**SPRINKLER
PROTECTED**

**INSURANCE
RATE 45c.**



**GENERAL MERCHANDISE DISTRIBUTORS
AND WAREHOUSEMEN**

**STANDARD WAREHOUSING
& MERCANTILE CO., LIMITED**

32 Front St., W. TORONTO L. J. Myers, Mgr.

Pick Your Consignee

from the companies listed
in this section—they are
the "live wires" of the
field and will handle
your shipments promptly
and efficiently.

WINNIPEG, CANADA

WINNIPEG

Assembling and Distributing
Centre for the

CANADIAN WEST



Our New Merchandise Warehouse—230 Princess Street

**Sprinklered Building—
Watchman Service
INSURANCE—
THIRTY CENTS**

Our Own Delivery Equip-
ment.

**TWENTY
Motor Trucks
and Teams**

Private Siding—Double
Tracks.

P—18—P—21.

Daily Shipping Reports.

Weekly Stock Reports.

Prompt Correspondence.

**PERSONAL ATTEN-
TION** by Shareholder
Employees insures Service
in every Department.

Lower Prices through Wise Buying

NOT by dickering and bargaining, not through a "buyers' strike," not by fanning the fires of ruthless competition—these are but shallow expedients without permanent value.

There is but one way in which prices can be brought down to stay down, and in a way which will not kill the cow to get the milk—that is by a reduction in the cost of making and marketing.

In both these operations the buyer can play a vital part. The best equipped factory cannot operate economically without a sustained demand for its goods which will enable *mass production*, and it can not sell economically except through *mass marketing*.

IT IS to your interest to know that goods are *well sold*, as well as well made. You have to pay the cost of selling just as you have to pay for the cost of manufacturing. Think that over.

And the cost of selling is no small item. In some cases it costs more to sell goods than to make them. The seller who clings to antiquated, expensive methods of selling is no more entitled to your patronage than the one who runs an out-of-date factory, because *you have to pay* the additional costs in either case.

If the waste is to be squeezed out of selling, the buyer cannot escape a share of the responsibility in bringing it about.

THIS means recognizing in a substantial way the efforts of those sellers who have adopted modern, economical methods of selling, and one of these beyond any question is good advertising in good Business Papers. Advertising not only cuts the cost of selling, but it increases production volume and lowers manufacturing costs.

It standardizes quality, and is a guarantee of good faith.

The sooner buyers begin to put this idea into practice in real earnest, the sooner will the benefits be manifest.

LIST of MEMBERS

Each has subscribed to and is maintaining the highest standards of practice in its editorial and advertising service.

Advertising and Selling
American Architect & Architectural Review
American Blacksmith, Auto & Tractor Shop
American Exporter
American Funeral Director
American Hatter
American Machinist
American Paint Journal
American Paint & Oil Dealer
American Printer
American School Board Journal
Architectural Record
Automobile Dealer and Repairer
Automobile Journal
Automotive Industries
Bakers Weekly
Boiler Maker (The)
Boot and Shoe Recorder
Brick and Clay Record
Buildings and Building Management
Building Supply News
Bulletin of Pharmacy
Canadian Grocer
Canadian Machinery & Manufacturing News
Canadian Railway & Marine World
Candy and Ice Cream
Chemical & Metallurgical Engineering
Clothier and Furnisher
Coal Age
Coal Trade Journal
Concrete
Cotton
Daily Metal Trade
Distribution and Warehousing
Domestic Engineering
Dry Goods Economist
Dry Goods Reporter
Electric Railway Journal
Electrical
Merchandising
Electrical Record
Electrical World
Embalmers' Monthly
Engineering and Contracting
Engineering and Mining Journal
Engineering News-Record
Factory
Farm Implement News
Farm Machinery—Farm Power
Fire and Water Engineering
Foundry (The)
Furniture Journal
Furniture Manufacturer and Artisan
Furniture Merchants' Trade Journal
Garment Weekly (The)
Gas Age-Record
Good Furniture Magazine
Grand Rapids Furniture Record
Haberddasher (The)
Hardware Age
Hardware & Metal

LIST of MEMBERS

(Continued)

Heating & Ventilating Magazine
Hide and Leather
Hospital Management
Hotel Monthly
Hotel Review
Illustrated Milliner Implement and Tractor Age
Implement & Tractor Trade Journal
Industrial Arts Magazine
Inland Printer
Iron Age
Iron Trade Review
Lumber
Lumber Trade Journal
Lumber World Review
Manufacturers' Record
Manufacturing Jeweler
Marine Engineering & Shipping Age
Marine Review
Millinery Trade Review
Mill Supplies
Mining and Scientific Press
Modern Hospital (The)
Motor Age
Motorcycle and Bicycle Illustrated
Motor Truck
Motor World
National Builder
National Cleaner & Dyer
National Petroleum News
Nautical Gazette
Northwest Commercial Bulletin
Northwestern Druggist
Oil News
Oil Trade Journal
Power
Power Boating
Power Farming Dealer
Power Plant Engineering
Price Current—Grain Reporter
Printers' Ink
Railway Age
Railway Electrical Engineer
Railway Maintenance Engineer
Railway Mechanical Engineer
Railway Signal Engineer
Retail Lumberman
Rock Products
Rubber Age
Sanitary & Heating Engineering
Shoe Findings
Shoe and Leather Reporter
Shoe Retailer
Southern Engineer
Southern Hardware & Implement Journal
Sporting Goods Dealer
Starchroom Laundry Journal
Tea and Coffee Trade Journal
Textile World
Welding Engineer
Wood-Worker (The)

THE ASSOCIATED BUSINESS PAPERS, Inc.

JESSE H. NEAL, Executive Secretary

HEADQUARTERS: 220 WEST 42nd STREET NEW YORK CITY

No Waiting. No Writing. No Telephones. No Tariffs.

"A child can find them"

FREIGHT RATES

To and from points in the
United States and Canada

This publication furnishes the
Financial, Purchase and Sales Executives'

MISSING COSTS

GETZLER'S GUIDE, Inc., Rochester, N. Y.

OFFICES:

NEW YORK

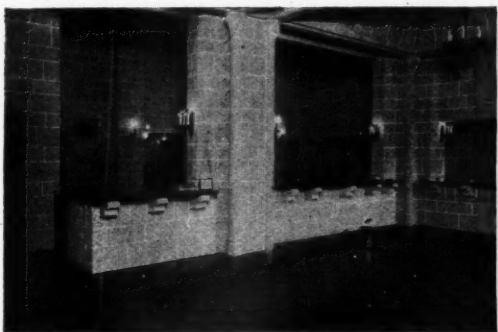
CHICAGO

PHILADELPHIA

BOSTON

WASHINGTON

SAN FRANCISCO



The Design of Your Warehouse Offices

As with a bank, the exterior design of a warehouse should impart a sense of security to intending depositors, and its interior arrangement needs to emphasize the first impression.

Your first opportunity to demonstrate the fireproof qualities of your warehouse is in the office; the arrangement and atmosphere of the office—the business department—has a decided influence upon your prospective customer.

A Symbol of Security

Perfect harmony in exterior and interior is an asset of incalculable value. More than ever before is interest directed to the advertising and sales value of buildings, as a psychological factor in the business.

No one has given more time and study to the subject of warehouse design than this veteran organization of specialists in architecture for the warehousing and storage industry. The degree of success they have had is evidenced in the dozens of buildings that stand as monuments to their ability.

Drop us a line and arrange for a conference, that we may analyze your proposition for you, if you contemplate building. There's all the difference in the world in the way you start.



109 NORTH DEARBORN STREET

CHICAGO, ILL.

Lapeer Trailers!

Coupling and
Uncoupling,
Dropping Wheels,
Raising Wheels

All Done with One Pull of a Lever!

The driver is busy, keeping loads moving 100% of the time.

When he couples his tractor onto a load, he merely backs up to the trailer, and an ingenious mechanism automatically makes the coupling. He does not leave his seat. No other man's help is needed.

To uncouple his tractor, he merely pulls a lever with his right hand, and drives away.

When he does so, the wheels supporting the front end of the trailer drop to the ground. If there is any inequality within a range of eighteen inches, it is automatically compensated. The bed of the trailer remains level. The brakes automatically set.

When coupling, the momentum of the tractor drives home a plunger which raises the forward wheels of the trailer. No other man is needed for clearing and securing jacks, as with other trailers.

Thus, you see, the driver wastes no time. Neither does the power plant (which is the really costly part of any power vehicle), but both are paying their way every minute.

*Send for more
detailed information*

Lapeer Trailer Corporation
Lapeer, Michigan

*All the driver
does is drive*

A Gifford-Wood Conveyor



In your Warehouse
Will Perform A Variety
Of Services!

Having proved invaluable because of their marked superiority over the obsolete hand-to-hand method, Gifford-Wood Conveyors are recognized everywhere by leading Warehousemen as an indispensable part of their equipment.

The Gifford-Wood Conveyor provides a safe—quick—economical—means of transferring merchandise, boxes, barrels, etc., from one place to another—cuts labor and handling costs.

Write for our Elevator and Conveying Machinery Catalogue.



Mechanical
Handling
in all lines
of
Industry

Gifford-Wood Co.
MAIN OFFICE AND WORKS
HUDSON, N. Y.
NEW YORK, BUFFALO,
BOSTON, CHICAGO

Binghamton

Electric



Truck Co.

INCORPORATED

Manufacturers of *Ideal* Industrial Trucks

Main Office and Works: Johnson City, N. Y.

Sales Offices:

New York
Syracuse

Boston
Pittsburgh

Philadelphia
Chicago

Washington
St. Louis





Bruns Maderite Moving Pads and Covers

Protect
Furniture and
Phonographs
Against
Damage

Well constructed
furniture pads and
phonograph moving
covers will protect

valuable furnishings and will add to your business prestige. The cost of this equipment will be absorbed in the service cost to satisfied patrons.

BRUNS MADERITE Moving Pads and Phonograph Covers will protect from damage during transit; all dirt, paper and twine, labor incident to packing will be eliminated.

We manufacture van pads, table pads, furniture moving pads, tarpaulins—in fact, anything you might need along this line. Tell us your requirements and let us quote you price.

A. BRUNS & SONS

50 Ralph Ave.

Brooklyn, N. Y.

Manufacturers of Everything Made of Canvas

**"Load 'em High and
Shoot 'em Fast!"**



Fig. 37

BIG, heavy loads glide over the floor with little effort on this easy-running truck. The large, wide, flat face wheels, and the oil-bearing castors account for the slight push it requires to keep going.

Nutting

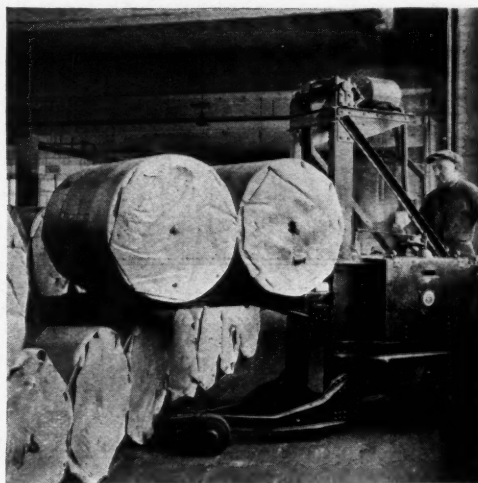
Floor Trucks

That name on a truck stands for unquestioned reliability, capacity and years of service. Heavy patented corner irons, the substantial hardwood platform and sills, and extra strength wherever needed—that's what you get in a Nutting. In no other truck can you buy Nutting Quality at so low a price.

Write to-day for Bulletin D or ask our representative in your city.

NUTTING TRUCK COMPANY

1127 Division St. W., Faribault, Minn.

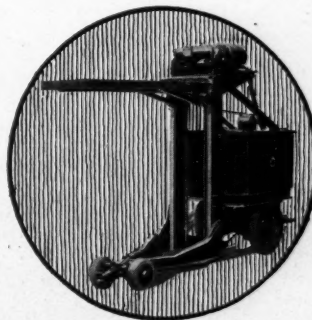


Gained 20,000 Sq. Ft. By Piling Higher

Storage capacity increased 20,000 sq. ft.

—\$25 a day saving in time and men—freight cars unloaded and trucks loaded in less than half the former time. That, briefly, is what the Detroit Free Press did with a Lakewood Tier-Lift truck in their paper warehouse.

You can increase storage capacity and cut costs, too, with Lakewood Tier-Lifts, tractors, trailers, or lift trucks. Just ask us to show you how. Ask for Bulletin 35.



**The Lakewood Engineering Company,
Cleveland U.S.A.**

LAKEWOOD METHODS AND MACHINES

EXCELSIOR PACKING PADS ARE LIKE INSURANCE

YOU pay only a small premium charge for the best protection obtainable. Don't think of them as an expense, consider the loss and inconvenience of claims for damage and the satisfaction of knowing that anything you ship will reach its destination exactly as it left your hands. You will incur no obligation by getting our samples and prices.

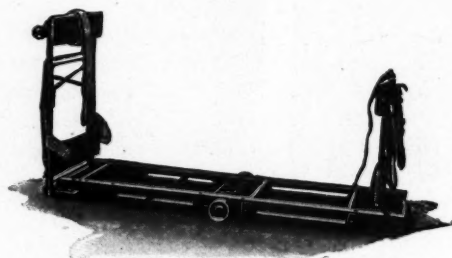
H. W. SELLE & CO.

Manufacturers

1000-1016 N. Halsted St., CHICAGO, ILL.

A TRIUMPH is your BUCKEYE SILL PIANO TRUCK

says an owner of four of them



End Truck Covers
Straps

Self-Lifting Piano Truck Co.
Findlay, O.



ADJUSTABLE RUG RACKS Both Save and Make Money

Save money by condensing rug room space, setting free more space for other goods. Save money by conserving laborers' time, preventing damage, and resisting fire.

Make money by bringing more customers of a better class. Make money by helping reduce insurance rate.

Service Steel equipment can be increased unit by unit as fast as it brings more business. Your own men can set it up, using only screw-drivers. Compartments contain up to nine 10-foot rolls each. No splinters to tear, no vermin can breed, every roll is instantly and easily accessible.

Send a sketch plan of your rug room, and an engineer will draw a plan showing how to get the most profit from it. No charge is made for this. Make the sketch and mail it today.

SERVICE STEEL PRODUCTS CO.

140 N. Dearborn St.

Chicago, Illinois



The Shippers Index

appearing in each issue of

Distribution & Warehousing

is the meeting place of those who need and are looking for warehouse facilities and those who can supply them.

FREE

"How to Repair Damage to Varnished Surfaces"

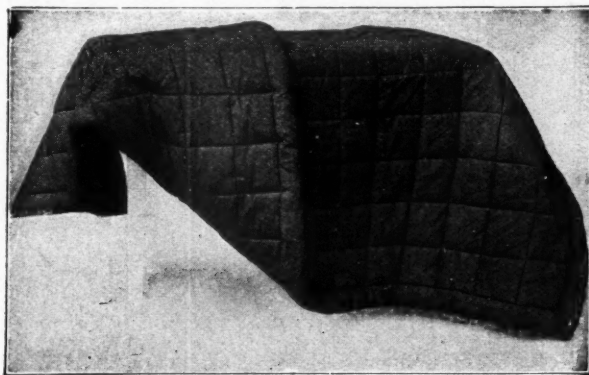
It tells you how to remove packing marks, caster cup imprints, hot dish spots, lamp rings; how you can fix deep scratches and serious abrasions. In fact, it explains how you can repair any marred and damaged furniture quickly, and without re-varnishing.

If you are interested in cutting down your re-finishing expense, write for your copy today.



If you are too busy to write a letter, pin this ad to your card or letterhead and mail to us. We will forward booklet postpaid.

THE M. L. CAMPBELL COMPANY
2332 Pennway Kansas City, Missouri



It Costs Money to Move

WE ARE MOVING TO OUR NEW HOME

We have on hand 863 dozen of "PROTECTO" WAGON PADS. Rather than move these, we are offering them while the lot lasts, at the following reduced prices:

Quantity of the Following Sizes

571 dozen No. 12 cut size of cloth 72 x 80....\$28.50 dozen
203 dozen No. 14 cut size of cloth 54 x 72.... 21.00 dozen
89 dozen No. 16 cut size of cloth 36 x 72.... 16.50 dozen

"PROTECTO" WAGON PADS

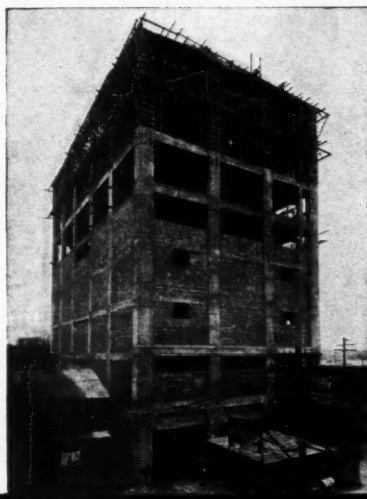
Made of Extra Heavy drill denim, cotton filled. Note that the pad is stitched in Square Blocks, preventing the cotton from bunching.

GET BUSY. Take advantage of this wonderful offer, wire or mail your order **TODAY.**

CHICAGO QUILT MFG. CO.

1133 Roosevelt Rd.

Chicago, Ill.



Concrete storage warehouse constructed by Austin.

How You Can Build Now To Advantage

The average cost of building materials is low. Beside lower labor costs, a bigger working-day prevails.

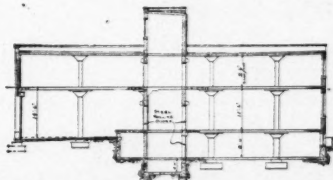
The cost of warehouse storage and garage buildings has now reached a point where your investment can be fully protected and a substantial profit insured.

Austin engineers have demonstrated many times during the last six months that surprisingly low estimates can be materially cut in actual construction. No matter what kind of structure you contemplate, Austin can point the way to truly economical construction methods and practical planning.

Consultation with Austin engineers involves no obligation.

Phone, wire or use the coupon.

The Austin Company, Cleveland
Industrial Engineers and Builders
Offices in all principal cities



Cross-Section of a warehouse and transfer building recently designed, built and equipped by The Austin Company.

AUSTIN



WORLDWIDE SERVICE

The Austin Company, Cleveland
D. & W. Feb. 22
GENTLEMEN: We contemplate the erection of a..... We
No. of stories..... Width..... Length.....
will be pleased to receive helpful building data which
we understand will be sent without obligation.
Name..... Individual.....
Address.....

G. W. Jones Lumber Co.

807 Lumber Exchange Building
CHICAGO

Manufacturers of
CRATING AND BOXING LUMBER OF ALL KINDS

We refer you to the leading warehouses in Chicago as to the quality of stock we ship.

Wholesale Prices

Stock Guaranteed

Excelsior Wrapper Co.

MANUFACTURERS OF
EXCELSIOR PACKING PADS
BALED EXCELSIOR
WOOD WOOL

CHICAGO OFFICE: 224 W. KINZIE ST.

FACTORIES: Sheboygan, Wis.; Grand Rapids, Mich.
Metropolitan District Served by
Boston Excelsior Co., 560 W. 29th St., New York City

ENOZ

KILLS MOTHS

It's your best insurance and protection.
Liberal trial offer.

ENOZ CHEMICAL CO.

705-7 No. Wells St., Chicago. 429 6th Ave., New York

Your Free Power Asset

In seeking a decisive way to lower labor costs many warehouse men are turning to the efficient corps of Standard engineers.

Without obligation one of

these engineers will plan an indoor transportation system for you. He will show you the most economical way to harness Gravity, the free power asset.

STANDARD

CONVEYORS

INDOOR TRANSPORTATION SYSTEMS

STANDARD CONVEYOR CO., North St. Paul, Minn.

VARIETY FIRE DOORS

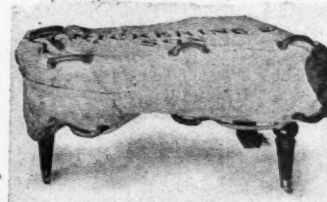


Resist terrific temperatures, operate smoothly, cost little to install, and almost nothing to maintain. They are a big help when selling your space, and save quite a bit on insurance premiums. Made in rolling, swinging and sliding types: sizes to fit any specification. We aid you to determine the doors best adapted to your needs, without charge. Send now for illustrated descriptions.

Variety Fire Door Company
2958 Carroll Ave., Chicago, Ill.

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Acquaint Yourself—by All Means—With

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"The Only One
of Its Quality
on the Market"

Send for catalogue on Piano Movers' Supplies. We also make Water-proof Motor Truck and Wagon Covers.

WM. H. BREEN

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It Can't Scratch If It's Properly Covered



The **BRADLEY**

The Latest and Best Circular
Stencil Cutting Machine
Ever Produced

Four models, to cut $\frac{1}{8}$ ", $\frac{3}{16}$ ", $1\frac{1}{4}$ " and $1\frac{1}{2}$ " Letters. See last month's issue for illustration of Horizontal Machine.

Drop Forged Steel Punches
All Parts Interchangeable.
Machines Sent on Trial

Write for prices on Stencil Machines and on Stencil Paper, Pots and Ink. The Bradley Ball Marking Pot is the Best. Our Oil Board and Inks are unexcelled.

A. J. BRADLEY MFG. CO.
101 BEEKMAN ST. NEW YORK



The Men Who Distribute

Hoosier Kitchen Cabinets

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

The Men Who Distribute

Pepsi-Cola

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

THE King Shipping Case provides a simple—yet strong and absolutely safe—means of forwarding household goods from one point to another. It is designed to cut the high cost of crating and eliminate the many discomfiting accidents—common to crated shipments.

No chance of anybody handling, stealing or misplacing valuable property. The King is sealed securely and the seal is not broken until goods arrive at destination.

Find out about the many interesting features of the King Shipping Case. Write today for our descriptive catalogue.

The King Shipping Case Corporation
276 West Water Street Syracuse, N. Y.

King Shipping Case

Highway Trailers

Cost \$200 to \$500 Less
than Average Trailers

All Types and Sizes

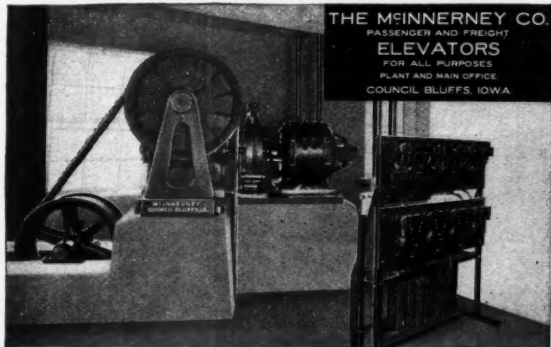
HIGHWAY TRAILER CO.
Edgerton, Wis., U. S. A.



BUILD

Walter skill cuts the first cost.
Walter design minimizes operating cost.
Walter equipment advice saves thousands.
Consult the Walter Co.

38 S. Dearborn St., Chicago



THE MCINERNEY CO.
PASSENGER AND FREIGHT
ELEVATORS
FOR ALL PURPOSES
PLANT AND MAIN OFFICE
COUNCIL BLUFFS IOWA

WAREHOUSE EQUIPMENT

WE MEET YOUR REQUIREMENTS

IN

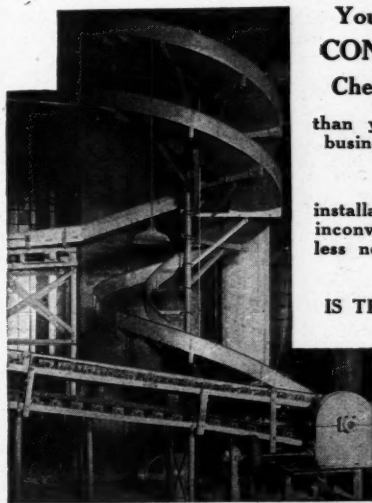
Furniture Pads, Canvas Covers, Piano Covers (for shipping and storage), Tarpaulins, Truck, Wagon and Horse Covers, Talking Machine Covers. "Coverlin" Mattress Bags.

SAXOLIN Duplex is a flexible packing, wrapping and case-lining material. Better than burlap because it is Vermin-proof and Water-proof.

Write Us Your Requirements
So We May Quote You Prices

The Cleveland-Akron Bag Company.

IMPORTERS OF BURLAP	CLEVELAND, OHIO. PAPER, COTTON AND JUTE BAGS OF ALL KINDS	MAKERS OF PAPER
THE CHICAGO-DETROIT BAG CO GOSHEN, IND.	BRANCHES BUFFALO BAG CO BUFFALO, N. Y.	MISSOURI VALLEY SACK CO ST. JOSEPH, MO.



You Can Buy CONVEYORS Cheaper NOW

than you will after
business picks up.

ALSO

installation work will
inconvenience you
less now.

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IS THE TIME TO
BUY

Owned by
The Haslett
Warehouse
Co., of San
Francisco,
the develop-
ment of
handling

problems in our own fourteen general merchandise storehouses has enabled us to give practical advice to warehouse and terminal concerns. We are at your service.

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When no standard form of conveyor is adequate, we design special machines.

When you want information on conveyors, write us. We can help you.

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New York: 110 West 34th St.

Cleveland: 917 Citizens Bldg.

Southern Office: 523 Calvert Bldg., Baltimore, Md.

Pacific Coast: 228 Pine St., San Francisco, Cal.

The Exchange

A Department of Trade
and Employment Opportunities

If you don't find what you want here, your advertisement here will find it for you.

This Exchange section serves a real purpose in the industry by affording a central market place for the disposing of equipment no longer needed, and the securing of special apparatus at bargain prices. If you have any equipment for sale or wish to sell your business, this section is the logical place to advertise. All advertisements in this section will be accepted at a flat rate of three cents per word for each insertion.

WE WANT TO SPEND \$25,000 CASH for unclaimed merchandise left in storage. We will buy for spot cash: Novelties of all kinds, household specialties, toys, knick-knacks, books, post cards, jewelry, pictures, patented articles, "fool" inventions. Anything of which there is a large quantity. Send sample and say how many you have. Our spot cash offer by return. Address Fantus Brothers, 1313-1325 S. Oakley Ave., Chicago, Ill.

POSITION WANTED—Married man 37 years old desires responsible position where efficiency warrants advancement. Have had eleven years' experience and, during this period, have filled the positions of Secretary, Treasurer, Traffic Manager and Bookkeeper of large warehouse company. During

past five years I have operated my own warehouse company located about 100 miles from Toledo in town of 75,000 population. Am forced to discontinue present business account building lease having expired and no other building available. Can furnish best of references regarding efficiency and integrity. For further correspondence or interview, answer, giving full information, Box 818, DISTRIBUTION & WAREHOUSING, 239 West 39th Street, New York City.

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What Is Invested Capital? What Are Capital Gains?

These and many other tax questions answered in our Explanatory Digest of the Federal Tax Law, sent free upon request.

H. I. JACOBSON

Certified Public Accountant
Warehouse Accounting Specialist
15 Park Row New York City

"Reach" O. D. Khaki Van Pads Are Right

Biggest Sizes—Smallest Prices

Write for our low prices

A. L. REACH TEXTILE CO.

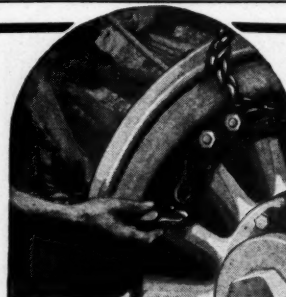
19 West 18th Street New York City

ROUGH ON RATS



A United States Department of Agriculture bulletin says: "The best bait usually is food of a kind that the rats and mice do not get in the vicinity. The bait should be kept fresh and attractive and the kind changed when necessary."
"Rough On Rats" mixes with any food. It rids premises of pests—quickly, thoroughly, cheaply. Get it at drug and general stores. "Ending Rats and Mice", our booklet, sent free; WRITE.

E. S. WELLS, Chemist Jersey City, N. J.



Giant Grip Traction Equipment is more valuable to fleet operators because of its multiplied time and labor savings.

Removable chains are attached to permanent clamps on the wheels and traction assured. No tools or jacking up.

Giant Grip Mfg. Co.

Formerly named Challoner Co.
Oshkosh, Wis.
Established 1883.

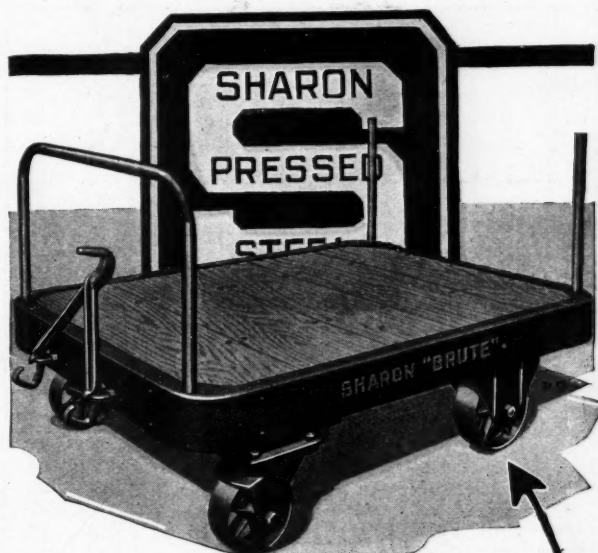
Giant Grip Traction Equipment
for
MOTOR TRUCKS

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Sharon "BRUTE" Trailer

Up-keep and replacement charges on your internal transportation equipment increase your haulage costs. Here's a trailer that will keep these charges down to the limit—because stand-up-ability is built into every detail, with lowest ton-mile haulage cost the idea in mind. Frame is pressed from $\frac{1}{8}$ -inch hot rolled open hearth steel, braced and riveted into a solid unit. Floor may be of heavy oak or of steel grating, as you prefer. The heavy malleable wheels and casters have roller bearings. Caster swivels are ball bearing. Wheels are so placed that the "Brute" can be used as a lift truck with standard tractors. Capacity, 3 tons. Consider how an almost indestructible unit like this would fit into your economic requirements.

Ask us for specifications on the "Brute" Pressed Steel Trailer and the "Bluenose" Pressed Steel Hand Truck.

SHARON PRESSED STEEL CO.

MAIN OFFICE AND WORKS, SHARON, PENNA.

LAST YEAR

was a year Casualty Companies feared. We had less to fear than many of them, because of the personal touch between our Home Office and our policyholders; the personal touch between us and the injured employee, through his employer; the safety work we constantly carry on; and the short cuts and economies we practise in handling overhead expense.

The result was that we were able to save our policyholders a liberal percentage and to return it as a premium dividend. Only their hearty co-operation made it possible, for last year was a close one.

THIS YEAR

Come in with us for 1922, and let's see if your liability and compensation insurance can't be handled at a saving. Your inquiry will have my personal attention—that's my sole job.

Yours truly,

Woody

EMPLOYERS INDEMNITY CORPORATION

E. G. Trimble, Pres. H. Woodhead, V.-Pres.
Kansas City

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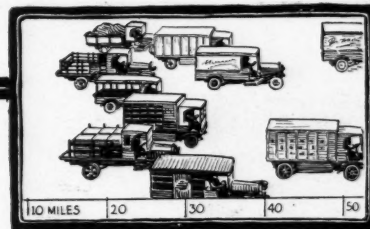
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8 out of 10 trucks in city work run less than 40 miles a day

How many of your trucks run less than 40 miles a day? Check up — find out definitely. You will be surprised.

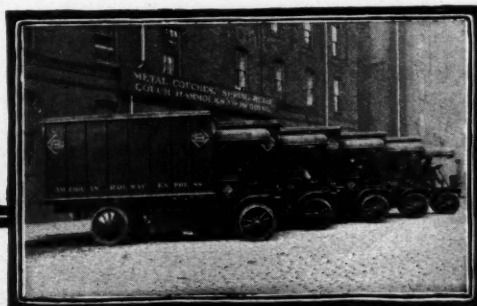
On any City Route of less than 40 miles, the Walker Electric will save you money. Write and tell us how many such delivery units you have—in return for the courtesy we will send you free copy of our Comparative Cost Analysis Sheet and Route Analysis Sheet.

Load Capacities: $\frac{1}{2}$ -1-2-3 $\frac{1}{2}$ -5 tons

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VEHICLE
COMPANY
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PHILADELPHIA

AMERICA'S
LARGEST
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ROAD
TRUCKS





Hundreds of Firms in This Business Are Using INTERNATIONAL MOTOR TRUCKS

In the transportation world International Motor Trucks are among the very few leaders in distribution, price, service rendered, long life and durability. The owners of the outfits pictured here, as examples, will testify to the power and dependability of International haulage. The Full Line of Internationals comprises eleven sizes ranging from 1500-lb. Speed Truck to the 10,000-lb. heavy-duty unit, and special equipment in bodies, etc., is available for storage and warehouse requirements.

Write the Chicago office for further information

INTERNATIONAL HARVESTER COMPANY
of America
CHICAGO (INCORPORATED) U. S. A.

Branch Houses in 92 Principal Cities. Dealers Everywhere.

General Motors Trucks



How a Clinton, Iowa, Warehouse Man Improved His Service and Saved Money Doing It

One day, a little over two years ago, Mr. W. H. Reimer, the owner of a prosperous storage and transfer business in Clinton, Iowa, sat down to his desk to figure out some way of cutting down his operating expenses. Like many others at that time, he felt that it was costing him altogether too much to carry on his business. Yet, apparently, there wasn't much he could do to remedy conditions, for his greatest item of expense was labor, which was not only high, but hard to get.

After several hours of figuring, Mr. Reimer came to the conclusion that there was only one thing to do and that was, to increase his motor truck equipment. By buying two new trucks, he decided he could not only save a great deal of time and labor, but could, as well, increase the radius of his delivery service and better it, without employing any additional drivers.

After careful consideration of various makes of trucks, Mr. Reimer selected GMC's. For, as he said: "If any trucks in the world get hard service, it is the ones used in the storage and transfer business in this section of the country."

His Judgment Right

That Mr. Reimer was correct when he decided that motor trucks were what he needed, and especially GMC's, is plainly

evinced by his following remarks, which he made recently after his two GMC trucks had been in service over two years:

"I cannot say too much good about the GMC trucks I use," declared Mr. Reimer. "I have been operating two GMC Model 31 trucks over two years, giving them continuous service under all sorts of conditions, and they are always ready to go."

"The trucks have already run more than 45,000 miles each, doing heavy hauling and moving, all through this country, and I am continually surprised at the smallness of my operation costs and upkeep."

"Checking back through my records for several months, I find that each truck costs me about \$45 per month. This figure includes gasoline, oil, tires, and depreciation. I do not believe I could conduct my transportation on a more economical scale by using other equipment."

"Summer or winter, we never consider weather or road conditions, but start the trucks across country with their heavy loads—which often exceed the allowable capacity of the trucks considerably. Rain or shine, ice or snow, good roads or

deep mud, they are right on the job and deliver the goods.

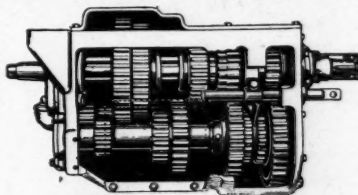
"May you quote me? Of course you may. Just say anything you like about GMC trucks that is good—you can't say too much—and I'll agree to be quoted."

Mr. Reimer's experience is not at all unusual. General Motors Trucks are rendering the same dependable and economical service for many others engaged in the storage and transfer business, both large and small.

Far in Advance

GMC trucks are designed and built to meet hauling problems. Not only are they trucks of established and proved ability, but they are far in advance of the general trend of motor truck design in their features of construction, which make for more economical operating costs and rapid and inexpensive replacements.

Motor truck users everywhere hail the GMC Two Range Transmission as a most important step forward in motor truck development, because its power and range make it possible to now have both speed and pulling power in the same chassis. By giving two gear reductions to the countershaft, the transmission has two



GMC 2-Range Transmission

distinct ranges, one for ordinary driving conditions and the other, the lower one, which produces 30 per cent more power, for the heavy going of bad roads. All this with only five additional major parts to those of the regular four-speed transmission.

Many New Improvements

In such other improvements as removable cylinder walls, pressure lubrication, removable valve lifter assemblies, instantaneous centrifugal governor, and dual cooling system, GMC trucks offer the motor truck user every possible advantage.

Moreover, the complete line of GMC trucks, from one to five tons' capacity, has recently been reduced in price in keeping with the spirit of the times, and substantial reductions also have been made upon all service parts.

Write direct to the factory or ask your GMC dealer for detailed information about GMC trucks.

GENERAL MOTORS TRUCK COMPANY

Division of General Motors Corporation

PONTIAC, MICH.

Branches and distributors in principal cities

A Live Representative Is Better Than a Page of Cold Type

OF COURSE *we* know the merits of Peelle Counterbalanced Freight Elevator Doors—but we want *you* to know them.

Our years of experience with satisfied users have proven beyond a doubt that Peelle Freight Elevator Doors are long-lasting and easily and efficiently operated. The patented truckable feature permits smooth passage of trucks from elevator to building floor. And their vertical movement effects a savings in floor space and permits full clearance for loading and unloading quickly.

All Peelle Doors—whether Regulation Type or Pass-Type—have been approved and labelled by the Underwriters' Laboratories. Insurance costs are reduced to a minimum in buildings equipped with Peelle Freight Elevator Doors.

We have tried in this advertisement to portray briefly the paramount advantages of Peelle Doors. But a little chat with one of our representatives will convey to you much more quickly the vital message of Peelle Service, as applied to your particular Freight Elevator Door problems. Drop us a line now to have our representative call.

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*Ask your
architect to
specify
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